

**MAKE IT**

Quick & easy
rainbow
earrings

**CROCHET IT**

Fun cooked
breakfast
kitchen set

**KNIT IT**

Totally
adorable
panda pal

FREE
Vintage Floral
Paper Pack

Craftseller

Britain's No.1

MAKE & SELL YOUR HANDMADE CRAFTS

86
handmade
PROJECT IDEAS
FOR EASY PROFIT

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WORTH £500*

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- PINEAPPLE CUSHION
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*Summer
budgies!*

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TWEET WITH OUR
CHIRPY WREATH

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SELLING
TODAY!**

**OUR EXPERT
ADVICE & TIPS
SHOW YOU HOW**



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HOW JOANNA MILLER'S WEDDING INSPIRED HER AWARD-WINNING BUSINESS



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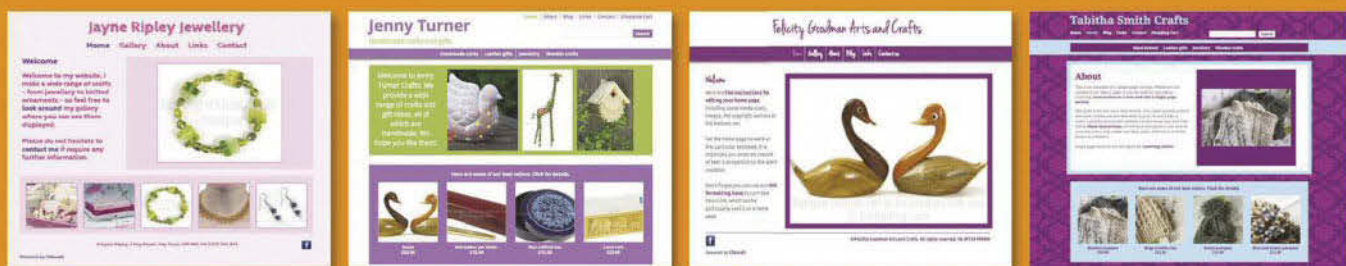
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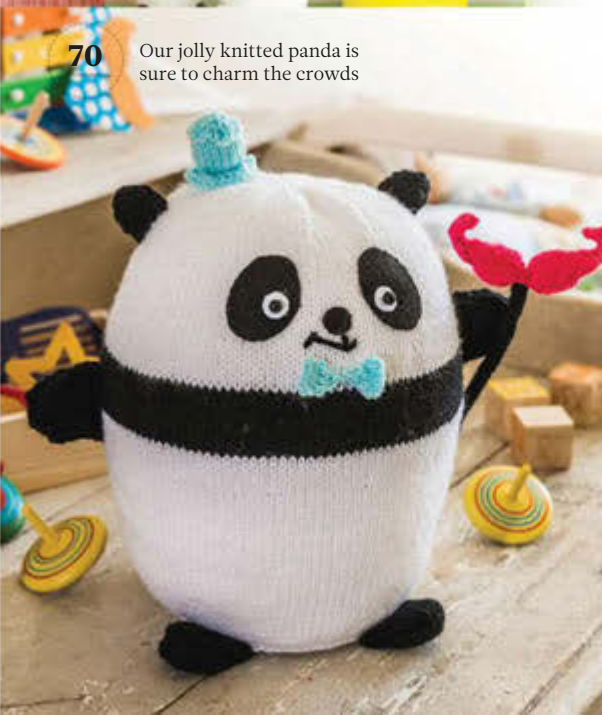
Visit www.klikcraft.com for a FREE 14 day trial



76 Tap into the folk trend with this quick to make key fob



16 Buyers won't be able to pass by your stall with our budgie wreath hanging around



70 Our jolly knitted panda is sure to charm the crowds



Sophie

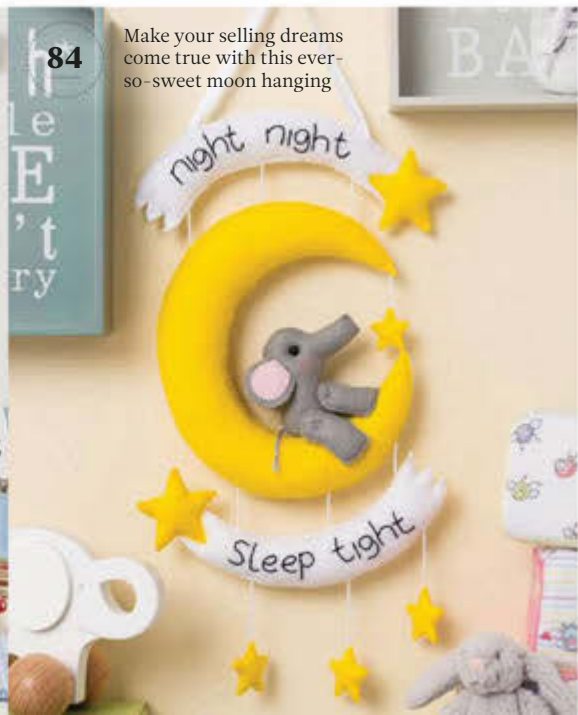
SOPHIE JORDAN - ACTING EDITOR

July's craftselling thoughts come laden with cheery tropical fruits, pretty rustic floristry, Seventies hippy-folk fashions and vintage fair finds. So this issue, we've transformed each one of our summer loves into an inspiring and sellable project. Join us in embracing summer's middle month by stocking up your stall or site in the process, of course! Start with our beautifully bright cover project on page 16. Wreaths are big business (you'll find them flooding Pinterest and selling sites). Our exclusive design comes with budgies because they're 2015's 'It' bird. Their bold, bright colours make them ideal for an eye-catching summer decoration. If you're a crocheter, don't miss our cooked breakfast kitchen set (p94): fun, original and easy to make, it's sure to cause a stir. Sewing fans can dive into this month's on-trend pineapple cushion (p66) and whip up our elephant-in-the-moon hanging (p84). Both are fabulous homeware ideas that don't cost the earth to make and command a sensible mark-up come market day. And don't forget about our wealth of feature ideas and advice to keep you informed and inspired. This month, we look at craftselling money matters and what's hot on the festival scene. Have a brilliant July!

p.s. With florals the most popular paper design request by a mile, we've brought you a bounty of vintage flowery loveliness, ready for you to make and sell with.



94 Cook up a sales storm with our quirky kitchen set



84 Make your selling dreams come true with this ever-so-sweet moon hanging

51

You'll love our
vintage summer
paper collection

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OVER
£1,000
OF PRIZES
TO WIN!
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Sales will fly sky high with our incredibly cute budgie wreath

30-minute make

Our pretty floral corsage is the perfect make for wedding season

Pots of colour

Top all other storage supplies with these delicate cross stitch jar lids

Strawberry cheesecake jars

These dainty desserts make for an ideal takeaway treat

Floyd the flamingo

Our fantastic flamingo will have customers flocking to your stall

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Over the rainbow

Catch your customer's eye with these multicoloured bead earrings

Afternoon tea

Give your thank you notes a touch of class with our summer cards

Vintage summer

You'll love our cool and classic collection of blue and white papers

From junk to funk

Find a new way to fix up your furniture with our tea towel stool

Feeling fruity?

Bring the tropical trend home with these pineapple printed cushions

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Chi Chi the panda

No other knitted character will have a patch on our adorable panda

Make a crafty tenner

Appeal to on-trend shoppers with this folk-inspired key fob – a subtle nod to this season's Seventies style

Mummy makes

Eclipse all other makes at the craft market with our precious elephant-in-the-moon hanging

More ways than one

Bring a touch of playful kitsch to your kitchen with this retro three-piece breakfast set

76

84

94



BE AN INSIDER

We want to know what you think. After all, the more we know about you the better placed we are to bring you the best magazine possible. So we would like to invite you to join our online reader panel 'Insiders'.

Interested? Log on to www.immediateinsiders.com/ register to fill out the short registration survey and we'll be in touch from time-to-time to ask for your opinions on the magazine and other relevant issues.

We look forward to hearing from you soon.



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34



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Get the latest news and highlights from the world of craft

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Share your crafting and selling stories and you could win a prize

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Our pick of the hottest new crafting accessories – you'll want them all!

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"John Lewis sell our prints"

How one craft seller's poetry prints found high street fame

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Find out how to manage the financial side of your craft business

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We took a trip to Liverpool to explore the city's crafty hotspots

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Janine Holmes tells us how she became a full-time crafter

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Erica takes a gamble and starts selling her makes on eBay

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Find out what's headlining festival goers' wish lists this summer

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Our team of experts are here with the best solutions to all your craft-selling conundrums

92

Fab freebies

It's so easy to get your hands on the fantastic crafting goodies that we're giving away this month!

106

Online loves

We share our favourite discoveries on the internet this month for great shopping inspiration

Turn to page 98 for those all-important templates

Contributors

Meet three Craftseller designers who have created projects just for you this issue...



Vicky Craxton

Customers will go wild for Vicky's colour-bright budgie wreath on page 16.

Vicky Craxton caught the craft-selling bug early, setting up shop at the bottom of her mother's market stall where she sold handmade gifts for a pound. Almost two decades and a degree in animation later, Vicky's imaginative vision makes her cute and quirky creations, such as our bold and bright summer wreath, big hits. To see more of this crafter's makes, check out her blog at vickyscraftymakes.wordpress.com.

Angela Turner

Set yourself apart from the crowd with Angela's stand-out flamingo on page 36.

Angela has been knitting for so long now that she can't imagine life without her favourite craft. Encouraged by her creative family, she began making toys as a child and hasn't stopped since, which probably explains her pickle of never having enough craft storage space. This month, she's made our knitted flamingo on page 36. "It's most definitely my quirkiest craft to date," she says.



Pip Leyland

Turn your old tea towel into a unique piece of furniture with Pip's design on page 60.

It's no surprise that Pip graduated with a degree in set design and props, as her tea towel stool on page 60 gets a first for originality. As one half of the furniture design duo, Bramall and Smith, Pip doesn't follow one particular form, preferring an eclectic style. "I just love to take inspiration from everything around me and turn it into objects that I can treasure," she says.

A SPECIAL MENTION TO

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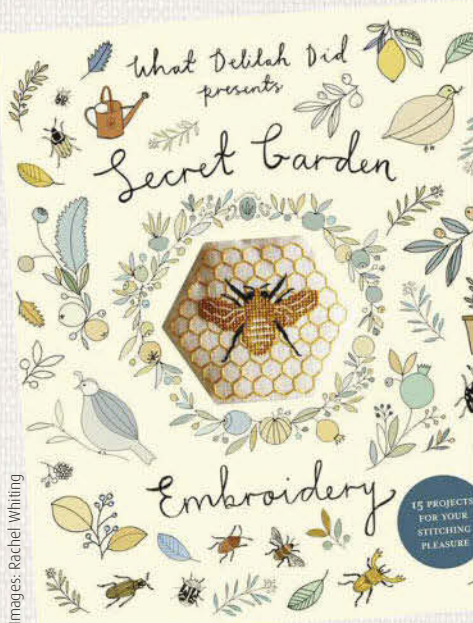
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KIT



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Making News

Welcome to your one-stop shop for all the latest craft trends, dates and celebs...



Images: Rachel Whiting



SECRET GARDEN

We're a tiny bit obsessed with new book, *Secret Garden Embroidery* by What Delilah Did (Pavilion, £14.99).

With 15 beautiful projects featuring everything from fab florals to butterflies, bees and ladybirds, these delicate designs are perfect for summer stitching. Find stacks more stichy inspiration at whatdelilahdid.com.



3 MINUTES WITH ANNIE SLOAN

1 My favourite thing about upcycling is taking something run-of-the-mill and turning it into something quite special with its own unique style. Making one-of-a-kind pieces still gives me a huge sense of achievement, even after 25 years!

2 Finding furniture for your projects is part of the fun. It might be a car boot sale, an auction or something a friend is discarding – it's the thrill of the chase. The more unexpected, the better.

3 Lose your inhibitions when upcycling. Let the furniture say something and make sure to choose a colour that pleases you. If you don't like it, paint it again. My Chalk Paint™ stockists offer lots of advice on colour, style and techniques to give you the confidence to go for it! It's great to experiment with the different shades.

SEVENTIES STYLE

IF YOU'RE SOMETHING of a Seventies gal at heart, you're in luck as retro style is back in a big way. With bold florals at House of Holland, patchwork-inspired prints at Prada and glamorous suede at Gucci, there's a trend to tap into, whatever your take on the era. Why not work the in-vogue look into your makes, too? We're thinking punchy floral fabrics and fabulous fringing at every turn!

Image: Rex Features



Image: Summer Crafting

CRAFTING FUN

Get your crafty fix this month with a visit to Summer Crafting at Doncaster Racecourse on 11th and 12th July. The award-winning show is the brainchild of celebrity crafter Stephanie Weightman, and features workshops, make and takes, over 80 exhibitors and live broadcasts from Create & Craft TV!



You can see the full range of Annie Sloan Chalk Paints™ and find stockist details at www.anniesloan.co.uk.

THIS MONTH'S SELLER NICOLA ROWLANDS

Nicola Rowlands, aka MsSpanner, studied design and art direction at Manchester University and started selling cards and prints to friends and family. She opened her Etsy shop after being inspired by the 'Hello Etsy' summit, and is now living the dream as a work-from-home mum. Find Nicola's work at etsy.com/uk/shop/MsSpanner.



Talent
SPOT

Charity Dates

Bake some treats this month to help raise funds for these three fantastic charities...

AROUND THE UK

TASTY BAKES

July 12th is Disability Awareness Day. Raise money for charity with some tasty bakes – visit disabilityawarenessday.org.uk for info.



GET OUTSIDE

July is when lots of charities organise fundraising hikes and outdoor events – so plan a cake sale for supporters! Try macmillan.org.uk for events near you.



BE A GOOD SAMARITAN

Support the Samaritans' Talk to Us campaign this July by organising a bake sale. Visit samaritans.org.



VISIT: Sew Over it, London

Fans of Lisa Comfort's Sew Over It blog *need* to visit her new shop in Islington. Opened in November, Lisa's second shop stocks a wide array of fabrics, patterns, kits and other haberdashery goodies, as well as running an exciting programme of classes for stitchers of all levels. Beginners will love her Intro to Sewing workshops (£199), while more experienced sewists can develop their skills at the advanced dressmaking classes. Visit sewoverit.co.uk for details.



DIAMOND IN THE ROUGH

WE'RE SUCKERS FOR A BIT of bling, so the trend for rough stone jewellery has really caught our eye. Beautiful unpolished stones look fabulous in quirky settings, and they're a great way to update your jewellery collection with something unique. Purple reigns with these amethyst pendants from Staxx Designs LLP at Etsy, while Tamara Gomez's rough diamonds make the perfect investment piece to treasure.



SUPER SITES

Our pick of the best from the world of online this month...

ravelry.com

Haven't come across ravelry.com yet? It's basically Pinterest for crafters – what's not to love?

grainlinestudio.com

This US sewing blog is bound to inspire keen sewers and beginners alike with its clear tutorials and stylish pattern ideas.

moo.com

Give your crafty business a pro look with some business cards. Moo's are great quality and you can customise your designs.



Dear Craftseller

Email yourletters@craft-seller.com with your latest crafting and selling stories – the star letter wins an Abakhan prize!



Accessories
give makes
character

Crochet crazy!

WHEN I HAD MY second child, I had a creative block. Going from a 70-hour working week to being a stay-at-home mum was a bit of a shock, to say the least. That's not to suggest being at home wasn't hard work, but it was a big difference compared to all the working hours I put in at my company. I decided that I needed an activity to do while the kids napped, preferably something that would keep me creatively stimulated. So, I started crocheting to keep myself occupied and I instantly fell in love with the craft. Since then, I've made all kinds of things, from dresses to stuffed animals and I don't plan on stopping there. My list of makes that I want to crochet is only getting longer by the day.

CAROLYNE BRODIE, SACRAMENTO, CALIFORNIA

📌 A crafting wish list never ends, Carolyn!

Mumpreneur

I SET UP MY BUSINESS, Cuddle Crew Patterns whilst on maternity leave. It started because I wanted to make a toy for my little boy and couldn't find many sewing patterns online. It was then that I realised there must be a gap in the market. So, I decided to create a range of soft toy sewing patterns and a company website to sell my makes. Now, I'm taking the final plunge into the crafting world and giving up my teaching career to craft on a full-time basis.

AMY CROOK, BLACKPOOL

📌 Good on you for following your dreams, Amy.



Crafty
Blog



www.lovelyindeed.com



This blog provides a bright burst of inspiration for making life more lovely. From floral centerpieces to cocktail concoctions and decorative garlands, it's full of projects that provide an instant pick-me-up.

ANA INNES, CHESTER



These cupcakes make a cute alternative to the real thing

We're here for you!

I HAND SEW FABRIC CUPCAKES but have been struggling to get my craft-selling venture off the ground. Recently, I got bogged down realising how difficult creating a sustainable business really is. However, *Craftseller* has helped to lift my gloom. From reading blogs and diaries to taking in tips and advice, the magazine is like talking to a good friend about all the things that are dear to me.

JULIE MORTON, SWANSEA

📌 The most important thing is that you enjoy your craft, Julie. Don't give up!



Star
LETTER

This baby set is a
timeless treasure

DO IT YOUR WAY

AFTER STUDYING CONTOUR FASHION, I had anticipated a career as a designer. However, after having a baby boy, I found it difficult to pursue my original dreams. Meanwhile, as I settled back into my hometown, I began to receive requests for handmade baby items. I've now set up a website, Tempamy's Keepsakes, as I try to build a well-known brand. It's not in the field I'd envisaged, but I've found that as long as you have passion, use the skills you have learnt and apply them, you can find happiness anywhere.

JOANNA SMITH, BEDFORDSHIRE

📌 Sounds like it was crafty destiny at work!

STAR LETTER PRIZE!

This month our star letter writer wins £50 worth of vouchers to spend at abakhan.co.uk



Decoupage
designs instantly
upstyle furniture

Making the cut

MY DECOUPAGE OBSESSION BEGAN with a craft kit I bought many years ago. Since then, I've been hooked and I've decouped everything I could get my hands on. I've been selling my makes in a local shop with my most popular sellers being children's bedroom chairs and bedside cabinets. To personalise products, I use a patterned paper with co-ordinating paint to create an item suited to the customer's chosen room. I think people love it so much as it's completely unique. It's such a fun craft to do and I feel so very lucky that I'm able to have a job that I truly enjoy.

KERRI-ANN LLYOD, SEATON, DEVON

📌 We love your makes – great statement pieces.

Roll up, roll up!

ON OPENING MY FIRST ever issue of *Craftseller*, I was delighted to find the circus-themed papers inside. They complemented my crafting stash perfectly and really, they couldn't have been more suited to my style. I made my first card that very same day. This time, I decided to stick with a simple design but I'm planning on making more adventurous Big Top themes soon.

PIP FIELD, DAGENHAM, ESSEX

📌 We adore this card, Pip. It would make such a fun invitation for a child's party. Definitely make more!



Tailor your cards
to suit a theme or
special event

Letters are subject to editing in accordance with *Craftseller* style guidelines

Crafty
talks



Here are some
of our favourite
posts and tweets
this month...

Evening sunshine and
Craftseller – perfect way
to relax #tstshelittlethings
@HLOVESTHEMOON

Just downloaded
Craftseller. Inspiration
here I come! #relax
@SIXEGGNEST

Exam finished. Now
I can read *Craftseller*
#bestmagever
@XLOVEKILLSX

Inspired by *Craftseller*,
we've just opened our
very own Etsy shop
@SEWHAPPYCREATIV

Enjoying *Craftseller*?
Goes without saying...
@IVEBEANCREATIVE



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Dear *Craftseller*, 2nd Floor,
Tower House, Fairfax
Street, Bristol BS1 3BN

PIN IT

1

2

3

4

5

Midsummer Night's Dream

Run away with romance this summer
for a truly spellbinding style

6

7

8

9



10



11



12 PIN IT

1 Gisela Graham Pink Blossom Wreath, £35, tch.net 2 Sheer Kudeta Midi Slip Dress, £89.95, freepeople.co.uk 3 The Owl and The Moon Necklace by Saba Jewellery, £115, noths.com 4 Midsummer Garden Wrapping Paper, £6.95, dotcomgiftshop.com 5 Poppy Meadow Primrose Floral Wallpaper, £39, lauraashley.com 6 Butterfly Hair Clips, £6, accessorize.com 7 Kaleidoscope Butterfly Cushion, £125, rume.co.uk 8 Eden Sweet Pea Blossom Vase, £14, direct.asda.com 9 Birdhouse, £7.99, homesense.com 10 Paper Lantern Tealight Bags, £7.99, boutiquecamping.com 11 Selected Items from bhs.co.uk 12 Summer Bouquet Headband, £32, anthropologie.eu 13 Alsop Mirror, £125, chandeliersandmirrors.co.uk 14 Laura Oakes Panelled Boudoir Mirror, £50, debenhams.co.uk 15 Green Book Club Clutch Bag, £32.95, cloth.ears.co.uk 16 Bronze Flower Leaf Bowl, £44, in spaces.com 17 Gold Flower Wreath Earrings by Claudia Baldazzi, £63.50, bottica.com



13



14

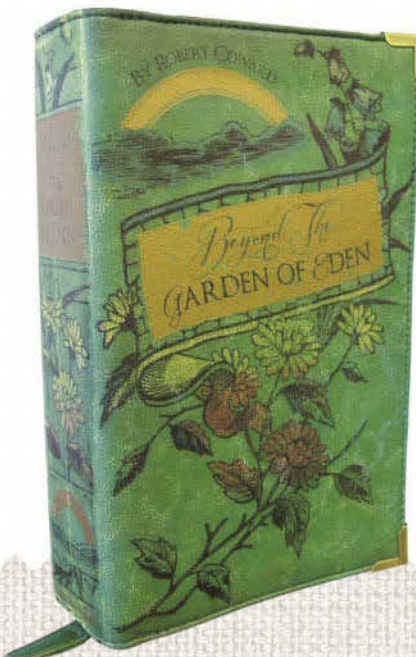


16

15



17



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• Universal **polyester thread** in bright pink, £1.50, remnantkings.co.uk



Crazy Sexy **Peruvian Wool**, £15.50, woolandthegang.com • **Russian doll novelty buttons**, £1.20, funkypoppy.com
• Daily Art Dry **metallic pigment pot**, £2.50 each, decoupageuk.co.uk



Fabric washi tape in green retro flowers, £2.25, cloudcraft.co.uk • **Regent Street floral fabric charm pack**, £11, fabrichq.co.uk
• Floral heart **wooden craft pegs**, £1.99, oakroomshop.co.uk



Who's a pretty boy?

With the avarian trend still flying high our indoor wreath featuring two cheeky budgies will help your homeware sales soar! **By Vicky Craxton**



COVER
stars



INFORMATION

Material

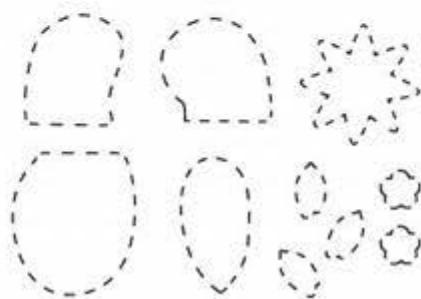
- * 25cm (9³/₄in) full round polystyrene ring
- * 27 x 21cm (10¹/₂ x 8¹/₄in) yellow felt
- * 14 x 15cm (5¹/₂ x 6in) white felt
- * 15 x 16cm (6 x 6¹/₄in) lime felt
- * 15 x 17cm (6 x 6³/₄in) turquoise felt
- * 29 x 3.5cm (11¹/₂ x 1¹/₂in) emerald green felt
- * 9 x 9cm (3¹/₂ x 3¹/₂in) light grey felt
- * 26 x 9cm (10¹/₄ x 3¹/₂in) red felt
- * 25 x 8cm (9³/₄ x 3¹/₄in) orange felt
- * 26 x 9cm (10¹/₄ x 3¹/₂in) bright pink felt
- * 11 x 8cm (4¹/₄ x 3¹/₄in) piece of interfacing
- * 5m (200in) length of 30mm wide grass green bias binding
- * 1m (39¹/₂in) length of 40mm wide yellow gingham ribbon
- * 14 x 9mm round two-hole yellow plastic buttons
- * 4 x 5mm round black plastic beads
- * Black embroidery thread
- * Sewing thread in yellow, lime, turquoise, white, light grey, black and orange
- * Polyester toy filling
- * Hot glue gun and glue sticks
- * Hand sewing needles

Size: 225cm (9³/₄in) circumference

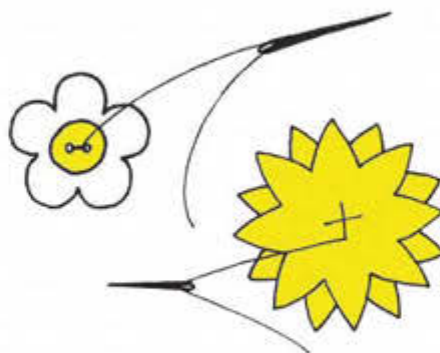
Skill level: Easy

Note: All the sewing on this project is hand sewn using an overstitch

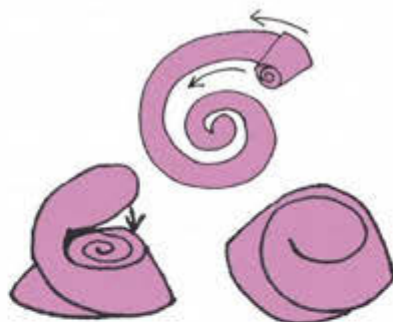
How to make the summer wreath



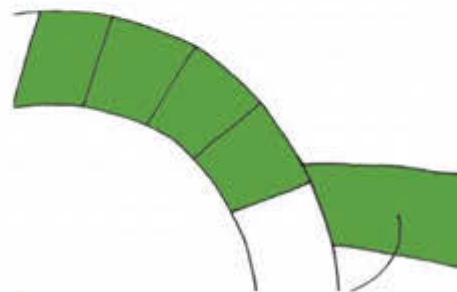
1 Use the templates on page 98 to cut out all the shapes for this project in felt in the colours indicated on the templates. A seam allowance of 0.5cm (1/4in) is included so there's no need to add any more.



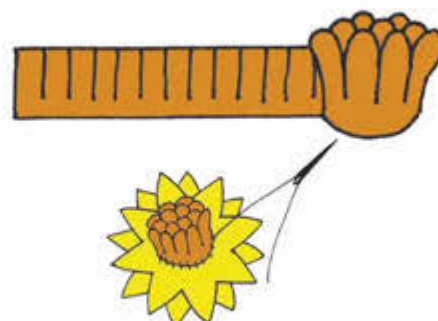
3 Sew a yellow button into the middle of each daisy shape. Place each pair of sunflower petal shapes together so the petals of the bottom shape show in between the petals of the top shape. Secure them together by sewing a single cross stitch in the middle.



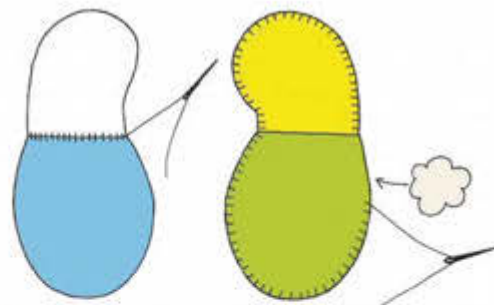
5 Roll up each rose shape from the outside edge into the middle. Hot glue the middle of the rose shape so it covers the bottom of the rose and holds it all together.



2 Pin one end of the bias binding to the back of the polystyrene ring and wrap it around the ring, overlapping the edges of the binding each time. When the ring is covered, take out the pin, trim the end of the binding and hot glue the ends of the binding in place on the reverse side of the ring.

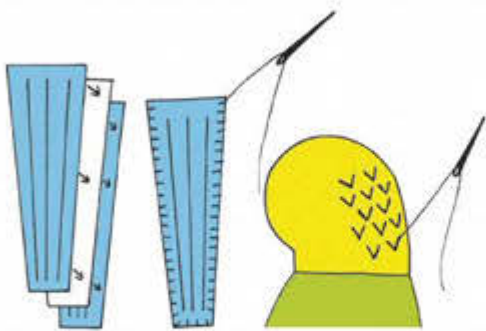


4 Cut slits in the sunflower centre as indicated on the template. For each flower, fold the sunflower centre in half and roll it up. Sew through the sunflower centre a few times to hold it together. Sew the bottom edge of the sunflower centre to the middle of the sunflower petals using an overstitch.

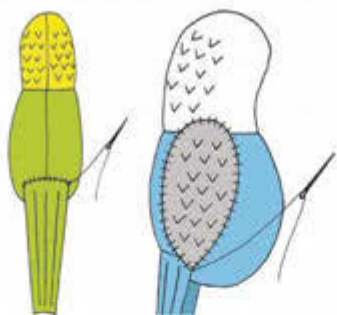


6 For each budgie, sew the bottom edge of the head to the top edge of the body using an overstitch. Sew each pair of head and body shapes together and stuff with toy filling before sewing them closed.

SAFETY FIRST Our budgie wreath is not designed as a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell this, even if not sold as a toy, then there are strict regulations you must adhere to. Visit craft-seller.com for advice.**



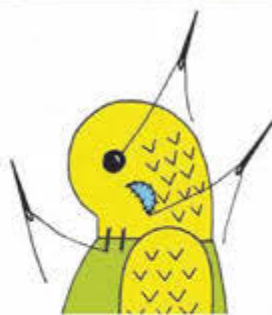
7 Using all of the strands of the black embroidery thread, sew three long backstitch lines down the length of each tail shape. Place an interfacing tail between each pair of tail shapes and sew together, leaving the top open. Using all of the strands of the black embroidery thread, sew Vs over each wing and on the sides of the budgie heads for a feather effect.



8 Sew the top of each tail onto the back of each budgie so that it is positioned 5cm (2in) from the neck. Sew a wing onto each side of the budgie bodies, so the top of the wing overlaps the neck.



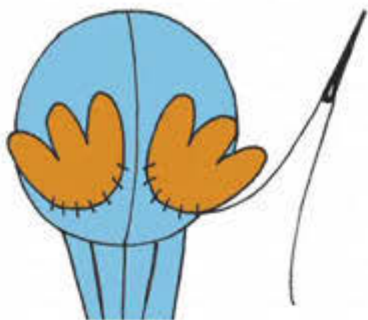
Pin all the elements in place before gluing to make sure you are happy with the positioning



9 Using all the strands of black embroidery thread, sew a pair of long straight stitches each side of the neck on each budgie. Sew a cheek detail on each head, then a black bead above each cheek to make the eyes; pull the eyes in to make the head dimple a little.



10 Place each pair of beaks together and sew the long curved edges together. Sew the other edges to the budgie heads so the short straight end is at the top. Stuff the beaks, then sew closed. Cover the top of each beak with a nostril; stuff before sewing closed.



11 To shape the heads, pull a thread from the bottom of one cheek through to the other so the head dimples in. Then pull a thread through the head under the beak so it dimples in. Sew the back of each foot to the bottom of each budgie, to finish.

How to assemble the indoor wreath

- 1** Hot glue the budgies' bottoms to the bottom inside edge of the wreath. Add some glue behind their tails and under their feet to help hold them securely in place.
- 2** Hot glue all the flowers onto the wreath so they are positioned close together. Make sure you glue the leaves onto the wreath before attaching the daisies.
- 3** Cut the ribbon to the length you require to make the hanging loop. Pin the ends of the ribbon to the top of the wreath at the back. Hot glue the ends of the ribbon in place. Tie the remainder of the ribbon into a neat bow and hot glue it in place on the front.

You've made it, now sell it...

Use our top tips and handy hints to help your indoor wreath fly off the shelves this summer



1 Take time to style it right. With all the different shapes, textures and tropical colours, there's a lot going on in this wreath! When photographing and displaying it on your craft stall, style it against a backdrop with neutral colours and limited patterns so the detail can be seen clearly.

2 Plant an idea... Tell shoppers where to display their wreath by shouting about the fact that it makes a great decoration for a summer house, conservatory or holiday home.

3 Keep it fresh. Adapt your wreath to suit the season – a pair of love birds would make a fun spring project to target the wedding market, while two chirpy robins in festive shades will transform this into a Christmas decoration.

4 Lights, camera, action! Videos are the most clicked-on posts on social media, so upload a short film showing your creation coming to life.

5 Start a blog. Write a craft blog about your latest projects. Not only will people enjoy reading your updates, but search engines love fresh content, so update it regularly and you'll increase traffic to your website, too.

6 Increase your brand profile by getting your makes featured in magazine product reviews. Look at craft, interior design and baby magazines as well as popular blogs to see where your ranges might fit in. Send in high-resolution photographs along with a short press release that details the name of your make, how much it costs, what's special about it and where people can buy it.

7 Build a website – even if you're not selling online, a simple website can act as a gallery for your wares and gives you a more professional image. There are loads of website builders that make it easy for you to design your own site – check out Wix, Weebly and Squarespace to start.

8 Get customers involved in marketing. Get buyers to post photos on social media of their wreath in its new home. Offer a prize for the best or most unusual one as an incentive to encourage customers to spread the word.

9 It's all in the detail. Spend extra time getting the attention to detail just right when working on characters. People will connect with a facial expression and a realistic touch, so do your research well to ensure your products really stand out from the competition.


10 Cut down your making costs. You only need small pieces of felt to create the budgies and flowers, so put them together using those leftover bits languishing at the bottom of your craft box to really maximise your profits. 💰

NOW SELLING ON...



 **Etsy:** Handmade Rustic Wreath by The Night Owl Market, £16.91



 **Etsy:** Spring Impression Wreath by Kata & Her Flowers, £24.50



 **ETSY:** Teal Yarn Spring Bird Wreath by Pixie Brook, £42.53

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“John Lewis sells my poetry prints!”

When Joanna Miller made a funny speech at her wedding ten years ago, she didn't expect it would lead to a thriving craft business... **By Karen Dunn**

Standing in a room full of wedding guests, Joanna Miller was filled with nervous excitement as she prepared to give a speech all about her new husband. Little did she know that her way with words would become the key ingredient of her dream business, Bespoke Verse.

Sitting in the spacious kitchen of her gorgeous home in Hemel Hempstead, sipping a cup of tea and nibbling on a macaroon, Joanna can't help but smile as she looks out at the new office in the corner of her garden. Inside, busily working away is her very own workforce of mums, helping her to fulfil the steady stream of orders coming in for her personalised poetry prints. She may not be sewing or crocheting to earn her creative living, but Joanna's ability to craft words and turn them into beautiful prints, proves that there are many ways to turn your creative hobby into a big-selling (and award-winning) business...

“I've always loved writing poetry and I'd worked as an English teacher, so when my wedding day arrived, there was no way I wasn't going to make a speech.

I was quite well known among friends for making up slightly naughty poems, so I decided to write one in the style of my new husband, Craig's, secret diary. It went down really well and after the wedding, guests kept asking me if I could write speeches for them. I soon found myself

writing poetry for weddings, birthdays and even funerals. I always did them for free or occasionally, I took payment in wine.

For my 40th birthday, I decided it was time to make another speech about how things had started to sag and grey hairs had appeared in places they shouldn't. By now I was a mum of three and I was thinking about ways of working so that I could still be about for the school run each day.

“Within months of selling online, I got an email from John Lewis asking me to come in.”

One of my friends suggested turning my poems into a business, so I decided to set up a basic website to sell bespoke wedding speeches and special occasion verse. I was very lucky that all of my friends ordered poems and recommended me to others. It was really through word of mouth that my business grew and grew. I won a few awards for my wedding poetry and started getting international orders from places as far afield as Sydney and Hong Kong.

Wedding magazines began getting in touch because they wanted to feature me but they needed images. That's what got

me thinking about how I could shorten the speeches, use fonts and frame them properly. It was only then that I began to realise I could sell them as prints. By this point, I'd written about 3,000 personalised poems, so I had a good idea of what people wanted to say. So, I set about designing a range of affordable off-the-shelf prints.

I'm the first to admit that I'm no expert when it comes to Photoshop and Illustrator, but I took to the computer and put some designs together. However, when it came to the photography I knew my limitations and got someone else in to do it for me. Once I had a full range ready to go, I decided to sign up to Not On The High Street and I've never looked back.

Within only a couple of months of selling online, I got an email from John Lewis asking me to come in and show them my products. I shrieked when I read it and my husband and I did a little victory dance around the room. The meeting was nerve-wracking but they were lovely and we've been stocked by them ever since.

As things were picking up I realised I needed help, so I began hiring some staff. I now employ five mums and between us we've got 15 kids. They all work from 9.30am to 2.30pm to fit in with the school run. They're also not allowed to come in if there's an assembly or their child is sick. As a mum, I know how hard it is to find flexible work and I think they're amazing.

PHOTOS: UNIP



Clockwise from top left: Joanna happy at work in her new garden office; a new homeware range will include printed tea towels; the idea for Bespoke Verse came from Joanna's wedding speech; the business takes pride in catering for a wide range of people and events; Joanna often teams up with other creatives to assist with illustration designs





Clockwise from top left: Joanna's panache for poetry is what started the business; so far, 33,000 poetic prints have been sold; a team of busy mums make up the Bespoke Verse dedicated workforce

Joanna's top three craft tips

Comparison is the thief of joy

Don't get bogged down looking on social media to see what other people are doing. Remember, it's often more of a smoke screen than reality. A measure of your success is not always to do with sales, but how much you enjoy it and how far you've come personally and creatively.

Invest in photography

If I hadn't paid someone to photograph my products so I had good quality shots, my business would never have got off the ground. It's worth investing your pennies because it will create sales later on.

Know your strengths

While a lot of my bestsellers have been designed by me, I'm not too proud to get someone else in if I think they can do something better. Always ask for help and collaborate with someone who can bring something different to the table. I have a business mentor called Jenny Hyde who has helped me grow in so many ways and pushed me on to do things I never imagined I could be capable of.

I started doing trade shows as well and got some fantastic suppliers around the UK, which was great. The very best thing though, is when you can see face-to-face how people react to your products. It was amazing to see queues of shoppers at retail shows wanting to buy from our stand.

Around this time I began getting other designers on board, too. While I'm confident with words, I know my weaknesses when it comes to design. I've found it inspiring to work with other designer-makers such as Russet and Gray who have created fonts and designs for my poems better than I could have dreamed of. The whole business has been a massive learning curve for me and I think networking with other makers is invaluable. I never could have imagined I'd meet so many warm and wonderful people.

In two years I've sold over 33,000 prints, with 22,000 of those coming from Not On The High Street – I only got round to getting products up on my own website late last year. We've sold to everyone from

“Every year I set new targets and I'm always pretty amazed I manage to achieve them.”

gold-medal winning athletes to window cleaners and jockeys to judges. Amanda Holden has ordered gifts from us twice and Channel 4 ordered a stack of my 'What Is A Teacher?' prints for everyone who took

part in one of their shows. Sometimes I blush at some of the naughty bespoke poem requests I receive – that happens often.

Every year I set new targets and I'm always pretty amazed I manage to achieve them, so who knows where we'll be next year! We've just launched a range of homewares and I'm looking at giving everything, from the website to our logo, a complete refresh. I'm also considering other websites to sell on and I've just had a very exciting meeting with Paperchase. It's onwards and upwards from here!”



For more information on how you can buy Bespoke Verse prints visit www.bespokeverse.co.uk or follow them on Facebook at www.facebook.com/bespokeverse

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30-minute make

These rustic corsages are quick to rustle up and can be worn on handbags, lapels and in the hair. **By Marie Parry**

MAKE A
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1 Remove any surplus leaves, thorns or scruffy bits from the stems of your flowers and leave in a bucket of water to have a good drink for around 24-hours.

TOP TIP

Remember to include a pin or magnet so your customer can easily attach their corsage

2 Make a mini bundle of flowers with a flatish back. Use greenery to make the framework at the back, then layer the flowers on top at differing heights for interest and a nice shape.

3 When you are happy with your arrangement, fasten off with a piece of raffia. Now you can either tie a short length of ribbon around the stem or wrap with twine. Secure the wrap on the reverse with hot glue.

INFORMATION

Materials

- * Rosemary
- * Eucalyptus
- * Tanacetum (daisies)
- * Thistle
- * Spray rose
- * Wax flower
- * Corsage pin
- * Twine/ribbon
- * Glue gun and glue stick

Skill level: Easy





Pots of colour

Turn plain glass jars into customised storage solutions and create an eye-catching rainbow of colour on your craft stall. **By Anne Macgregor**

INFORMATION

Materials

- * 10 x 10cm (4 x 4in) piece of 14-count white aida
- * Anchor multicolour stranded cotton in Rainbow (shade 1335)
- * Size 24 tapestry needle
- * Kilner jar
- * Wadding
- * Iron-on interfacing

Size: 6 x 6cm (2½ x 2½in)

Skill level: Easy


Storage is always a popular seller – everyone has bits and bobs that need squirrelling away, and if you can come up with a stylish way to present them, then you'll be quids in. The good news is that we've done just that for you with these sweet little jars with decorated lids. Kilner jars are cheap to buy from supermarkets and kitchen shops and the rustic look they offer has been popular for a while now. Buy the preserve jars with the two-part lids and remove the centre section to create a handy frame for your work. Display a selection of jars in different sizes and fill with ribbon, buttons, hair clips and bobbles, sweets and small toys for an attractive display and to demonstrate their multitude of uses.



TOP TIP

If using multicolour thread, separate the strands first, then reassemble them all in the same direction

How to make the decorated lids

- 1 Choose the pattern you want to stitch from the charts on page 30. Thread the needle with two strands of stranded cotton. Do not use the loop method to start, instead use two strands laid side by side.
- 2 Begin stitching in the centre of the cross stitch chart and the centre of the fabric. Work all the cross stitches first, completing each one individually.
- 3 After all the cross stitch has been completed, add the backstitch, eyelets and Rhodes stitch, also using two strands of cotton. If you have never worked eyelets or Rhodes stitch before, then follow the numbered diagrams on page 30.
- 4 When you've finished stitching, iron a piece of interfacing to the back of the stitched piece to strengthen it. Draw a circle onto the wrong side of your work, making sure that it is 2cm (¾in) larger than the lid all the way around. Double-check to make sure that the design is centred in the circle.
- 5 Cut a piece of wadding the same size as the lid of the jar. Lay the wadding on top of the removable part of the lid and then the stitched design over the top of the wadding. Work a row of running stitches near the edge of the stitched piece and then draw up the thread so that the stitched fabric is gathered over the lid. Finish by lacing the work to hold it in place. 



DECORATED LIDS KEY

Cross stitch in two strands

Anchor Colour

1335 rainbow

Anchor Colour

1335 rainbow

Anchor Colour

1335 rainbow

Rhodes stitch in two strands

Anchor Colour

1335 rainbow

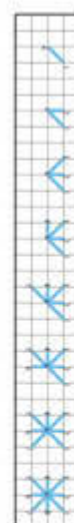
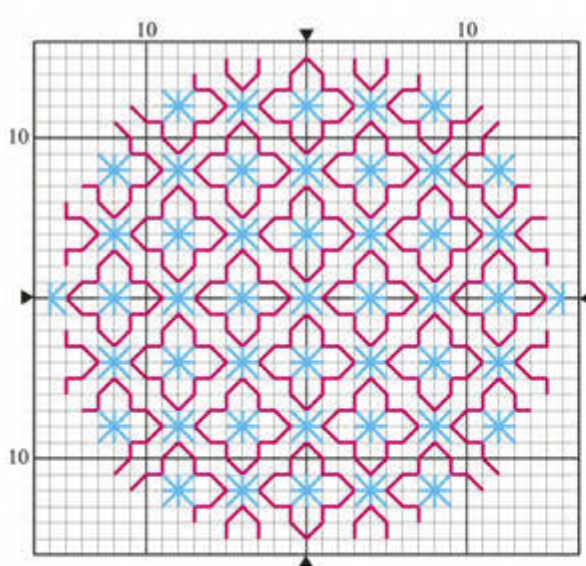
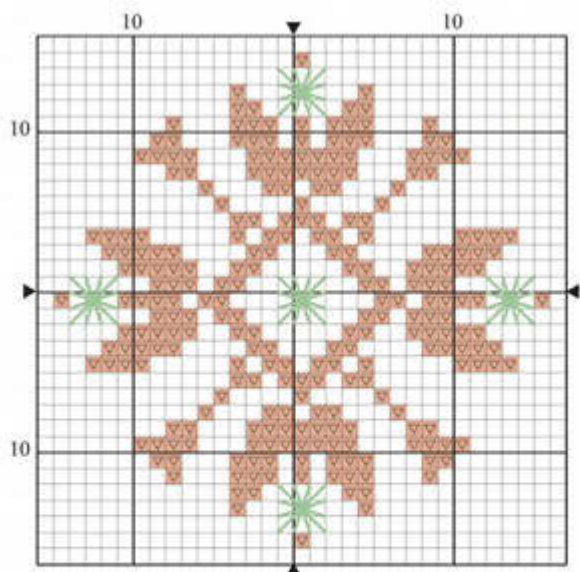
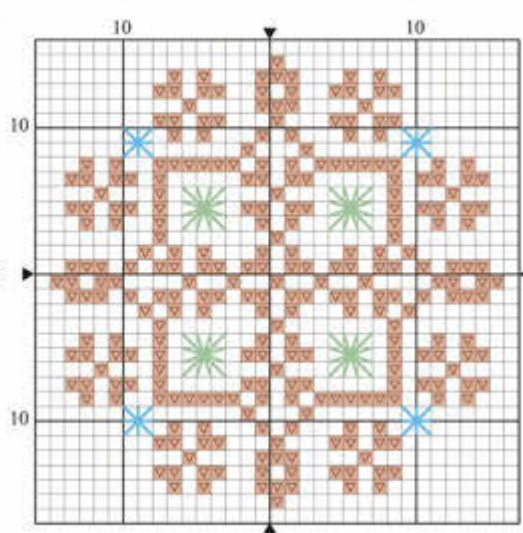
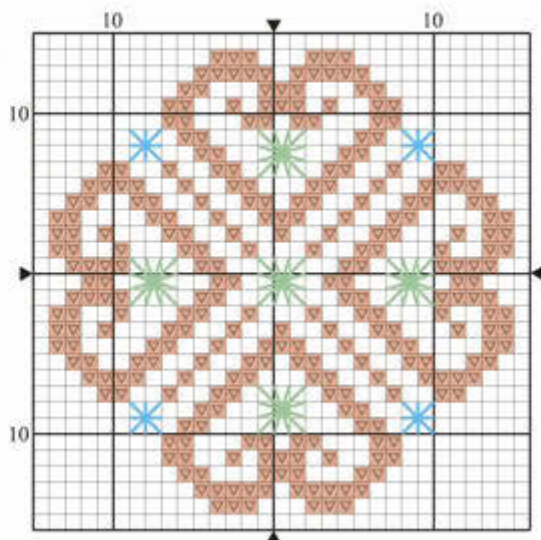
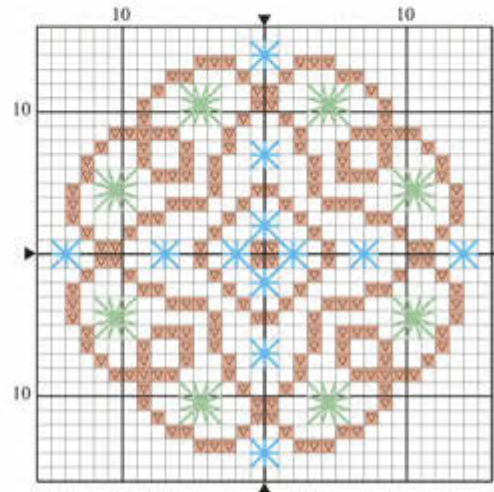
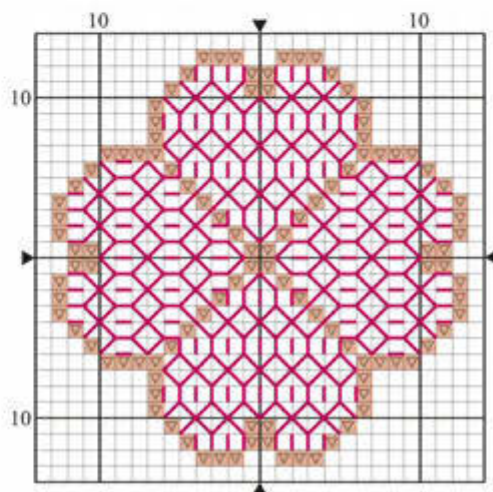
Max. stitch count

31 high x 31 wide

Design area 14 HPI (28-count evenweave) – 6 x 6cm (2½ x 2in)

This design was stitched using Anchor stranded cotton

DECORATED LIDS CHARTS



Simply Practical



Brother's practical and versatile XR sewing machine range will make creating any project a breeze. Effortlessly make cushions, curtains, kid's clothes or that special little party outfit.

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- Quick set bobbin
- Drop feed for free motion sewing
- Stitch length & width controls
- 3 Year warranty

XR37NT

- 37 stitches
- LED sewing light
- Automatic 1 step button hole
- Automatic needle threader
- Quick set bobbin
- Drop feed for free motion sewing
- Stitch length & width controls
- Protective hard case
- 3 Year warranty







Strawberry cheesecake jars

Package a classic summer recipe in cool Kilner-style jars for a treat that will hit the sweet spot with customers every time. **By Mel Sherwood**

INGREDIENTS

For the strawberry cheesecake:

- 210g (7½oz) digestives
- 75g (2½oz) unsalted butter, melted
- 250g (9oz) cream cheese
- 1 tsp (generous) vanilla extract
- 45g (1½oz) icing sugar
- 170ml double cream
- Pinch of salt
- 100g (3½oz) strawberries, chopped into small pieces
- 3 tbsps strawberry jam
- Small squeeze of lemon juice

Special equipment:

12 x small jars, approximately 8cm (3in) tall and 5cm (2in) wide
Electric whisk
Piping bag
Sieve

Makes: 12 portions

Skill level: Easy

ALLERGY ADVICE When you are selling homemade treats like our cheesecake jars, make sure you label all products with clear allergy warnings. For best practice make sure you have a full list of the ingredients used available to give to any customers who ask. **For more information on food safety advice, visit the Food Standards Agency at food.gov.uk**

These individual cheesecake puds are as delicious as they are cute – their rustic flip-lid jars show off every beautiful layer, and the simple summery flavours are guaranteed to tempt hungry shoppers over to your craft stall. The real joy of this treat is how easy they are to make as there's no baking involved at all. Take your time when popping each element into the jar – get the layers as neat as you can for a professional-looking and irresistible presentation. Complete the look by attaching a wooden teaspoon so your puds are ready-to-eat, then add a branded label to let customers know where they can buy more.

How to make strawberry cheesecake jar

- 1 Put the digestive biscuits into a bowl and bash them into fine crumbs using the end of a rolling pin. Pour the melted butter over the top and quickly stir through.
- 2 Spoon about three teaspoons of the mix into each glass jar. Pack the mix down using the end of a pastry brush. Pop the jars into the fridge to keep cool.
- 3 To make the cream cheese filling, place the cheese, vanilla, icing sugar and salt into a bowl and beat until soft. In a separate bowl, whisk up the cream into stiff peaks. Fold the cream mix into the cheese mix.
- 4 Pipe the cream cheese filling into the jars – position the tip of the piping bag quite close to the biscuity base and allow



Pack the biscuit base lightly so it's easy to spoon out

the mix to reach the edges and corners of the jar before you stop piping (this will help keep the jam in a neat layer at the top). Place the jars back in the fridge.

- 5 Stir the jam until runny, then pass through a sieve. Stir in the strawberries and lemon juice. Spoon the strawberry mix on top of the cream cheese layer. Shut the lids and refrigerate overnight.

TOP TIP

Double cream is easy to over whisk as it turns quickly, so keep a close eye on it as you whisk

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Floyd the flamingo

Knit up a summer show-stopper for your craft stall when you make this fabulously fun pink flamingo. **By Angela Turner**





INFORMATION

Materials

- *2 x 100g Stylecraft Special DK in Fondant (1241)
- *2 x 50g Stylecraft Eskimo DK in Pink (5030)
- *1 x 100g Stylecraft Special DK in Black (1002)
- *1 x 100g Stylecraft Special DK in White (1001)
- *1 x 100g Stylecraft Special DK in Clematis (1390)
- *1 x 100g Stylecraft Special DK in Grey (1099)
- *4mm (UK 8, US 6) knitting needles
- *Polyester filling
- *2 x small black buttons or beads
- *5cm (2in) square of white felt

Size: 120cm (47¼in) tall

Skill level: Moderate

Tension: 18sts and 26 rows to 10 x 10cm (4 x 4in) in stocking stitch using 4mm knitting needles

ABBREVIATIONS

dec	decrease
g-st	garter stitch
inc	increase
K	knit
k2tog	knit 2sts together
P	purl
p2tog	purl 2sts together
rem	remaining
rep	repeat
st/sts	stitch/stitches
st-st	stocking stitch
tbl	through the back loop

SAFETY FIRST Our flamingo is not designed as a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell this flamingo, even if not as a toy, there are strict regulations you must adhere to. Visit craft-seller.com for advice.**

Summer sales will be totally tropical when you add our fabulous flamingo to your range. He's a pleasure to knit using two stands of yarn in simple stocking stitch or reverse stocking stitch, with a few rows of garter stitch on the feet to provide definition. The body and neck are worked in one piece using increases and decreases and short rows and turns to create the shaping. You'll also get to give eyelash yarn a try when you make his wonderfully fluffy wings that are super-soft to give him that all-important huggable factor!

How to make the flamingo

BODY

Beginning at the tail end, cast on 16sts using two strands of Fondant yarn.

Row 1: Purl.

Row 2: Inc in every st. 32sts.

Row 3: Purl.

Row 4: (K3, inc in next st) to end. 40sts.

Row 5: Purl.

Row 6: Knit.

Row 7: Purl.

Row 8: (K4, inc in next st) to end. 48sts.

Starting with a purl row, st-st 5 rows.

Row 14: (K5, inc in next st) to end. 56sts.

Starting with a purl row, st-st 5 rows.

Row 20: (K6, inc in next st) x 3, (K1, inc in next st) x 7, (K6, inc in next st) x 3. 69sts.

Starting with a purl row, st-st 7 rows.

Row 28: (K7, inc in next st) x 3, (K2, inc in next st) x 7, (K7, inc in next st) x 3. 82sts.

Starting with a purl row, st-st 9 rows.

Row 38: (K8, inc in next st) x 3, (K3, inc in next st) x 7, (K8, inc in next st) x 3. 95sts.

Starting with a purl row, st-st 9 rows.

Row 48: (K9, inc in next st) x 3, (K4, inc in next st) x 7, (K9, inc in next st) x 3. 108sts.

Starting with a purl row, st-st 19 rows.

Next row: (K7, k2tog) to end. 96sts.

Starting with a purl row, st-st 9 rows.

Next row: (K6, k2tog) to end. 84sts.

Starting with a purl row, st-st 7 rows.

Next row: (K5, k2tog) to end. 72sts

Starting with a purl row, st-st 7 rows.

Next row: (K4, k2tog) to end. 60sts.

Starting with a purl row, st-st 3 rows.

Next row: (K3, k2tog) to end. 48sts.

Starting with a purl row, st-st 3 rows.

Next row: (K2, k2tog) to end. 36sts.

Next row: Purl.



Next row: (K1, k2tog) to end. 24sts.

Next row: P2, turn.

Next (and every alternate) row: Knit.

Next row: P4, turn.

Next row: P6, turn.

Next row: P8, turn.

Next row: P10, turn.

Next row: Purl to end.

Next row: K2, turn.

Next (and every alternate) row: Purl.

Next row: K4, turn.

Next row: K6, turn.

Next row: K8, turn.

Next row: K10, turn.

Next row: Knit to end.

Next row: Purl.

Next row: K10, k2tog tbl, k2tog, K10. 22sts.

Next row: *P4, turn.

Next (and every alternate) row: Knit.

Next row: P6, turn.

Next row: P8, turn.

Next row: P10, turn.

Next row: Purl to end.

Next row: K4, turn.

Next (and every alternate) row: Purl.

Next row: K6, turn.

Next row: K8, turn.

Next row: K10, turn.

Next row: Knit to end.

Next row: Purl.

Next row: Knit.

Rep from * once more.

Starting with a purl row, st-st 9 rows.

Next row: K10, k2tog, K10. 21sts.

Starting with a purl row, st-st 61 rows.

Next row: K10, inc in next st, K10. 22sts.

Starting with a purl row, st-st 11 rows.

Next row: K7, increase in next st, K6,

increase in next stitch, K7. 24sts.

Starting with a purl row, st-st 13 rows.

Next row: k2tog, knit to last 2sts, k2tog. 22sts.

Next row: p2tog, purl to last 2sts, p2tog. 20sts.

Rep last 2 rows till 8sts rem.

Next row: Inc in every st. 16sts.

Next row: Inc in first st, purl to last st, inc. 18sts.

Next row: Inc in first st, knit to last st, inc. 20sts.

Rep last 2 rows until 32sts rem.

Starting with a purl row, st-st 5 rows.

Next row: k2tog, knit to last 2sts, k2tog. 30sts.

Next row: p2tog, purl to last 2sts, p2tog. 28sts.

Rep last 2 rows till 16sts rem.

Next row: Inc in first st, knit to last st, inc. 18sts.

Next row: Inc in first st, purl to last st, inc. 20sts.

Rep last 2 rows until 32sts rem.

Starting with a knit row, st-st 6 rows.

Next row: (K2, k2tog) to end. 24sts.

Next row: Purl.

Next row: (K1, k2tog) to end. 16sts.

Next row: Purl.

Next row: (k2tog) to end. 8sts.

Cut yarn and thread through sts.

Pull up sts tightly and secure. Starting at the rear, sew seam, adding filling firmly as you go. Sew the dart shapings on neck and head together before sewing the head seam.

BEAK

Beginning at tip of beak cast on 8sts using two strands of Black yarn.

Beginning with a purl row, st-st 3 rows.

Next row: Inc in first st, knit to last st, inc. 10sts.

Beginning with a purl row, st-st 3 rows.

Rep last 6 rows again. 12sts.

Next row: (K3, inc in next st) to end. 15sts.

Beginning with a purl row, st-st 3 rows.

Next row: K14, turn.

Next row: P13, turn.

Next row: K12, turn.

Next row: P11, turn.

Next row: K12, turn.

Next row: P10, turn.

Next row: K9, turn.

Next row: P8, turn.

Change to one strand of White and one strand of Clematis.



Next row: Knit to end.

Next row: Purl to end.

Next row: (K4, inc in next st) to end. 18sts.

Next row: Purl.

Next row: (K5, inc in next st) to end. 21sts.

Next row: Purl.

Next row: (K6, inc in next st) to end. 24sts.

Beginning with a purl row, st-st 3 rows.

Next row: (K7, inc in next st) to end. 27sts.

Beginning with a purl row, st-st 7 rows.

Next row: (K8, inc in next st) to end. 30sts.

Beginning with a purl row, st-st 5 rows.

Cast off.

Gather round cast on stitches and pull up tightly. Sew seam. Turn right side out and stuff with filling being careful not to overstuff. Place on head of flamingo, with beak pointing downwards and pin to secure before sewing. Using a double length of Black yarn, work a line in backstitch from the black section of the beak to the head on each side. Cut 2 x 1.5cm (½in) diameter circles of white felt then cut a tiny slit in the centre of each for the shaft of the button to go through. Place at sides of head where black line from beak meets head. Sew circles in place then sew a black button in the centre of each.

TAIL FEATHERS (MAKE 3)

Cast on 8sts using two strands of Fondant yarn.

Row 1: K1, P1 to end.

Next row: K1, P1 to end.

These 2 rows set the rib.

Next row: Inc in first st, rib to last st, inc. 10sts.

Next row: Rib to end.

Next row: Inc in first st, rib to last st, inc. 12sts.

Next row: Rib to end.

Next row: Increase in first stitch, rib to last



stitch, increase. 14sts.

Work 3 rows in rib.

Next row: Inc in first st, rib to last st, inc. 16sts.

Work 9 rows in rib.

Next row: k2tog, rib to last 2sts, k2tog. 14sts.

Work 7 rows in rib.

Next row: k2tog, rib to last 2sts, k2tog. 12sts.

Work 5 rows in rib.

Next row: k2tog, rib to last 2sts, k2tog. 10sts.

Work 3 rows in rib.

Next row: k2tog, rib to last 2sts, k2tog. 8sts.

Work 3 rows in rib.

Next row: k2tog, rib to last 2sts, k2tog. 6sts.

Work 3 rows in rib.

Next row: k2tog, rib to last 2sts, k2tog. 4sts.

Next row: p2tog twice. 2sts.

Cut yarn and thread through.

Fold cast on edge in half and sew across.

Place feathers in a row at rear end of body and sew in place securely.

WINGS (MAKE 2)

Cast on 16sts using two strands of Eskimo yarn in Pink.

Row 1: Purl.

Row 2: Inc in every st. 32sts.

Row 3: Purl.

Row 4: Inc in every st. 64sts.

Row 5: Purl.

Row 6: Knit.

Row 7: Purl.

Row 8: Inc in first st, K to last st, inc. 66sts.

Row 9: Purl.

Rep last 2 rows until 70sts rem.

Work 30 rows st-st.

Next row: k2tog, knit to last 2sts, k2tog. 68sts.



TOP TIP

Stuff the flamingo firmly throughout using a good quality machine-washable toy filling

Next row: Purl.

Rep last 2 rows again until 64sts, then dec 1st at each end of every row until 48sts rem.

Next row: Cast off 3sts, knit to end. 45sts.

Next row: Cast off 3sts, purl to end. 42sts.

Continue to dec in this way until 30sts rem, then cast off 5sts at beginning of each row until 10sts rem. Cast off.

Place cast on sts of both wings along centre back of body and pin in place. Check the wings are centred correctly then sew in place.

LEGS (MAKE 2)

Cast on 105sts using one strand of Clematis and one strand of Grey yarn.

Work 2 in st-st rows.

Next row: K47, inc in next 11sts, K to end. 116sts.

St-st 9 rows.

Next row: K47, (k2tog) x 11, K to end. 105sts.

Next row: Purl.

Cast off.

Gather round cast on edge and pull up tightly. With reverse st-st facing, sew seam and stuff firmly with filling as you go. Gather round cast off sts and pull up tightly. Tie in all loose ends.

LEG TOPS (MAKE 2)

Using one strand of Clematis and one strand

of White, cast on 15sts.

First row: Purl.

Next row: Inc in every st. 30sts.

Next row: Purl.

Next row: (K1, inc in next st) to end. 45sts.

Starting with a purl row, st-st 3 rows.

Cast off loosely.

Sew seam, then turn right side out. Sew cast off edge to underbelly of bird. Add filling, then insert top of leg (with the knee shaping facing the front) into the hole, then sew cast on sts to leg securely.

FEET (MAKE 2)

Cast on 16sts using one strand of Clematis and one strand of Grey yarn.

G-st 4 rows.

Next row: *Knit to last 2sts, turn.

Next row: Purl to end.

Next row: k2tog, K to last 4sts, turn. 15sts.

Next row: Purl to end.

Next row: Knit to last 6sts, turn.

Next row: Purl to end.

Next row: Knit to last 8sts, turn.


Next row: Purl to end.

Next row: Inc in first st, K to end. 16sts.

G-st 3 rows.

Rep from * three times more.

Cast off.

With right side facing, fold foot in half. Sew seams. Tie in all loose ends, then attach to base of leg securely, to finish. 

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How to be a whizz with your accounts!

If you find financial matters a turn-off,
here are some sound guidelines to get
your fiscal planning in tip-top condition

By Katie Nicholls

Does the idea of an Excel spreadsheet fill you with dread? You're not alone if the concept of money management feels at odds with the creative zest that drove you to start a business in the first place. "Financial management can often be the last thing designer-makers think about," says creative business advisor, Dan Maier. "When craft sellers start out, they often make for pleasure and are excited about processes and techniques. Then after a while they think, 'Actually, it'd be nice to make some money from this.'"

Back to basics

Craft sellers who have reached this crossroad and decide to start a business will first need to register as a sole trader with HMRC (www.gov.uk). This means declaring your earnings in order to pay National Insurance and tax. "You should research tax from the outset so you know exactly what you'll be expected to pay at the end of the year," advises Fiona Pullen, owner of The Sewing Directory and author of *Craft a Creative Business*. "I taught myself to handle my own accounts using books, online resources and by directly calling the HMRC. I also did a couple of the HMRC's free training sessions and webinars when I first started out."

Fiona suggests keeping track of things with a spreadsheet showing earnings and expenses. "Aim to balance this log with the money that's in your bank account each month to make sure everything's in good order." An up-to-date record of income and outgoings is not only necessary when declaring your earnings, it's also a cornerstone to good financial management. It will also reveal areas where your business might not be working. "You might be thinking, 'I've sold lots of one product and not so many of another'," says Dan. "However, you need to keep a more accurate eye on which products are doing well and what profit margins each item is making. This helps you see where your energy is best spent. Monitoring what you're selling, what you're spending and analysing your sales is really worthwhile. There are lots of different management tools you can use but I'm a big fan of paper, pen and a calculator to get your head round the basics."



Don't be kept in the dark when it comes to money matters – be switched on to your business goals

How much?

Dan Maier's business started out on the kitchen table making textile lampshades. Harvey Nichols was one of her first

"Keep finances in order from the start and you shouldn't have trouble."


customers and with Liberty and John Lewis quick to follow, she was soon employing a team of 20 homeworkers and two full-time staff. Dan found she needed to adapt her working process. "I had to find a cheaper way to make things because the pressure of trying to sell including retailer margins was quite challenging." Dan maintains that appropriate pricing and costing is key to a successful business. "I've had excited people come to me and say, 'I'm selling in John Lewis but I don't seem to be making any money.' Quite often, I'll have a look at their business and say, 'You're not charging enough. You didn't cost it up properly'. It's crucial that people know exactly what they need to earn and how much they need to charge so that they don't end up working for nothing." By costing up your materials accurately, you'll avoid what Dan calls "seepage". Calculate your time

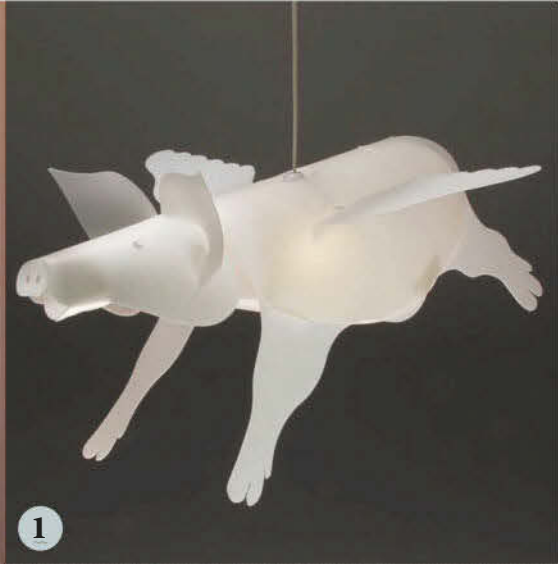
properly, too. Work out what you need to earn and what you would like to earn. By having a realistic steer on your income and expenditure, you'll be in a good place to position yourself in the market through your pricing structures.

What's your plan?

In order to retain focus and keep your financial management steady, it's wise to create a business plan. "As soon as you say 'business plan' a lot of creatives and makers freak out and say, 'It's not for me!' I was the same when I started out," Dan remembers. "When I take people through pricing and costing, we work out how many products they need to make and what they need to charge to achieve their desired income – that's the essence of a business plan. It's just about applying logic and practicalities." Fiona Pullen will be running a retreat this summer (www.craftyretreats.com) where she'll be looking at a range of financial matters, including business plans. "I devoted a big section of my book, *Craft a Creative Business*, to business planning and goal setting," she explains. "I decided to focus on this as often, in their excitement about getting started, many creative business owners overlook this stage and end up paying for it later." Don't just write it, file it and keep it on a shelf: this is a dynamic document that will grow with your business. "Your goals will inevitably change over time and you mightn't want the same thing you did when you wrote your guide," says Fiona. "I update my plan every year, looking back and planning what I want to achieve next."

Think ahead

By pairing sound organisational skills with a roadmap for your goals and monitoring which products are turning the best profit, your business should be in a prime position to head into the future. For Fiona, good money management is about approaching the thorny topic head on: "Don't put off thinking about your finances," she warns. "Keep your accounts in order from the very start," she suggests. "Be sure to log all your transactions and keep a close eye on future costs and incomes. If you do that, you shouldn't have any trouble at all." 



5 top tips on how to manage money matters

1. Learn to love bookkeeping and keep a log of everything that comes in and goes out. A basic spreadsheet will suffice.

2. Look at the profit margin. Don't be blinded by the thrill of a best-selling product. If your costs are high or your prices too low, then it won't work.

3. Be honest about your costs. If they're too high, look at how you can cut back, change your materials, or consider economies of scale (the more you produce, the lower your costs).

4. Don't stick your head in the sand! If you can't get to grips with your finances, you won't have a business at all.

5. Write a business plan. This is the roadmap for your company. It's a dynamic document, so look at it regularly.



1 Keep a log of what goes in and out of your bank account **2** Making room for financial matters will help keep your business in order **3** Read up on money matters with a book dedicated to the subject **4** The workshop space at Crafty Retreats **5** Creative business advisor, Dan Maier started out making textile lampshades



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MAKE IT





Over the rainbow

Grab the attention of trend-conscious shoppers with these colourful cluster earrings made in fashionable rainbow shades. **By Dorothy Wood**

INFORMATION

Materials

- 6mm firepolish glass beads: eight each in red, fuchsia, orange, yellow, green, blue, violet (from beadcrazy.co.uk)
- 12cm (4¾in) of 3mm (⅛in) links gold-plated rollo chain
- 29 gold-plated headpins
- 2 x gold-plated earring wires
- Jewellery tools

Size: 5cm (2in) drop, excluding earring wires

Skill level: Easy

How to make the earrings



1 Cut the gold-plated rollo chain in half to make two equal lengths. Open the loop on an earring wire and attach to the top link. Pick up the four red beads on headpins. Bend each headpin over at right angles directly above the bead, trim to 7mm, then use round-nose pliers to create a loop.



2 Open one loop with snipe-nose pliers and attach to the second link down from the top of the chain. Close the loop again. Open another loop and attach to the other side of the same link. Add the two other red beads to the next chain link down from the top.



3 Continue making bead dangles with coloured beads and headpins, four at a time, so that the colours follow the order of the colours of the rainbow. Attach two fuchsia bead dangles in each of the next two links and then attach two orange bead dangles in the following two links.



4 Continue adding four yellow, four green, four blue and four violet bead dangles to the chain. Snip the chain across the third link down from the last link used to attach beads in the chain. Make a bead dangle using the drop bead and attach to the end link. Make a second earring to match. 6

We think our colourful cluster earrings will stop shoppers in their tracks and help you score a serious sales boost this summer. Get them right and accessories can be the just thing for growing profits – makes that retail at between £10-20 are the perfect price point for gifts and are an affordable buy for people who are looking to treat themselves. Our earrings cheerfully embrace the new-season trend for rainbow shades and are ideal for customers who are looking for ways to add a flash of colour to their outfits. Cluster earrings are quick and easy to make so you can soon whip up a collection for your craft stall. Try making a few pairs in muted colour combos as well, to increase your range and appeal to the colour-shy shopper, too.

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Vintage summer

Our super-stylish blue and white paper collection will bring a touch of class to your card range this summer. **By Jenny Ellory**

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Afternoon tea

Use this month's free papers to make these gorgeous summer thank you cards **By Katina Killey**

INFORMATION

Materials

- * Free *Craftseller* papers
- * White card
- * Paper doily
- * White ribbon
- * Pale blue adhesive pearls
- * Score board and scoring tool
- * Foam pads
- * PVA glue
- * First Edition Dies – Tea Party (from trimcraft.co.uk)
- * Spellbinders scalloped circle and square dies (from theglitterpot.co.uk)

Skill level: Moderate

Size: 15 x 15cm (6 x 6in)

Vintage is a style that really comes into its own during the warmer months, so our pretty blue and white papers are just perfect for your summer card making. We've teamed these delicate shades with an afternoon tea theme – another emerging trend – to make sure your stock is bang up to date for the months ahead. Try our stylish thank you cards first, then create a range that includes birthday greetings, wedding wishes and get well cards, too.

Thanks

1 Cut an 11 x 11cm (4¼ x 4¼in) piece of pale blue paper. Stick to bird patterned paper trimming to leave a narrow border. Wrap white ribbon vertically around the centre of the panel and secure at the back with tape. Stick the panel to white card and trim to leave a narrow border. Stick to the centre of a white base card using foam pads.

2 Die-cut a teapot from floral patterned paper and use foam pads to attach it to the centre of a 7cm (2¾in) circle die-cut from white card. Die-cut a scalloped circle from blue paper and stick the teapot circle to the centre.

3 Stick the teapot panel to a doily, then stick to the centre of the base card.

4 Cut out the 'Thanks' tag, stick to white card and trim to leave a narrow border. Stick below the image, overhanging the panel.



5 Stick a white bow to the top of the doily. Stick pearls to the teapot lid and diagonally opposite corners of the blue panel.

Thank you

1 Cut a 15 x 5cm (6 x 2in) piece of blue paper and stick to the lower half of the base card, 2cm (¾in) up from the bottom.

2 Cut a 12.5 x 12.5cm (5 x 5cm) piece of blue and white paper, then stick a 5cm (2in) wide piece of blue patterned paper vertically down the centre of it. Wrap a white ribbon around this blue panel and secure at the back with tape. Stick the whole panel onto white card and trim to leave a narrow border. Stick to the centre of a white base card using double-sided tape.

3 Die-cut a teapot from blue patterned paper and stick to a 7 x 7cm (2¾ x 2¾in) panel of white card. Stick to blue

patterned paper and trim to leave a narrow border. Stick to an 8.5 x 8.5cm (3¼ x 3¼in) scalloped square die-cut from white card. Die-cut a cup from white patterned paper and use foam pads to attach it to the left side of the teapot, as shown.

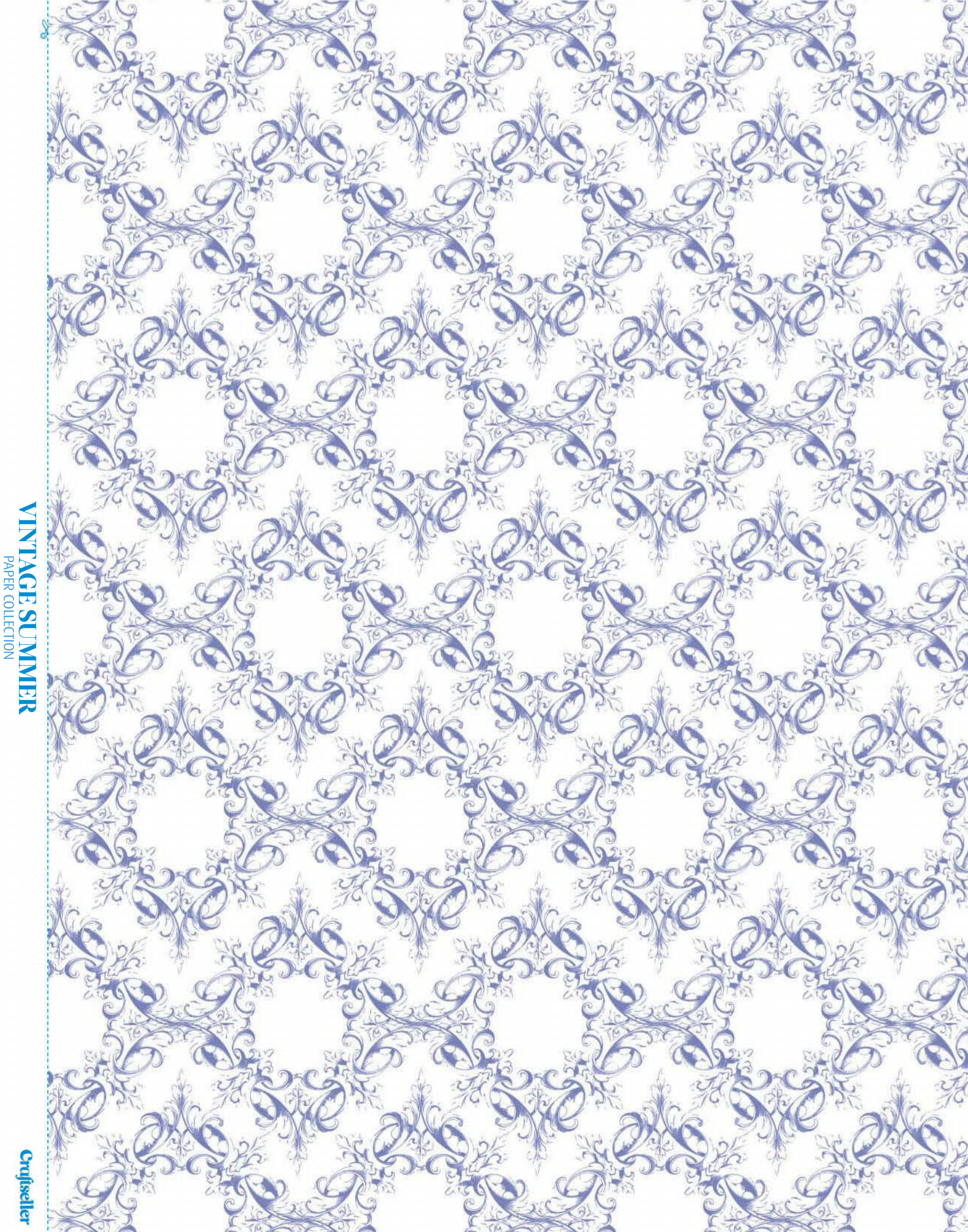
4 Use foam pads to attach the teapot panel to the centre of a 9 x 9cm (3½ x 3½in) panel of blue and white patterned paper. Stick to the centre of the base card. Add a white ribbon bow just above.

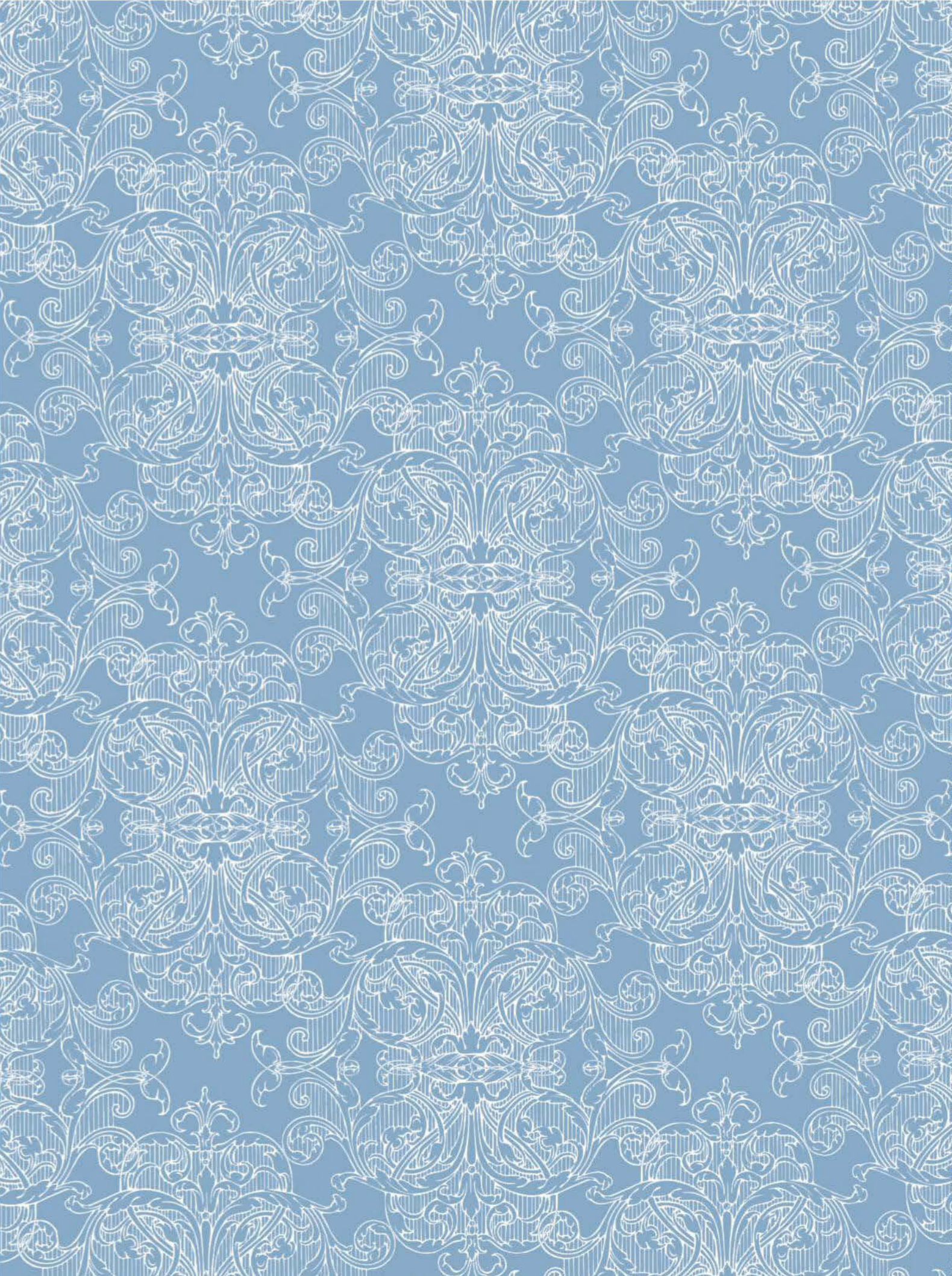
5 Cut out the 'Thank You' tag and attach it to the bottom right corner of the base card, overlapping the image panel. Stick a pearl to the teapot lid, to finish.





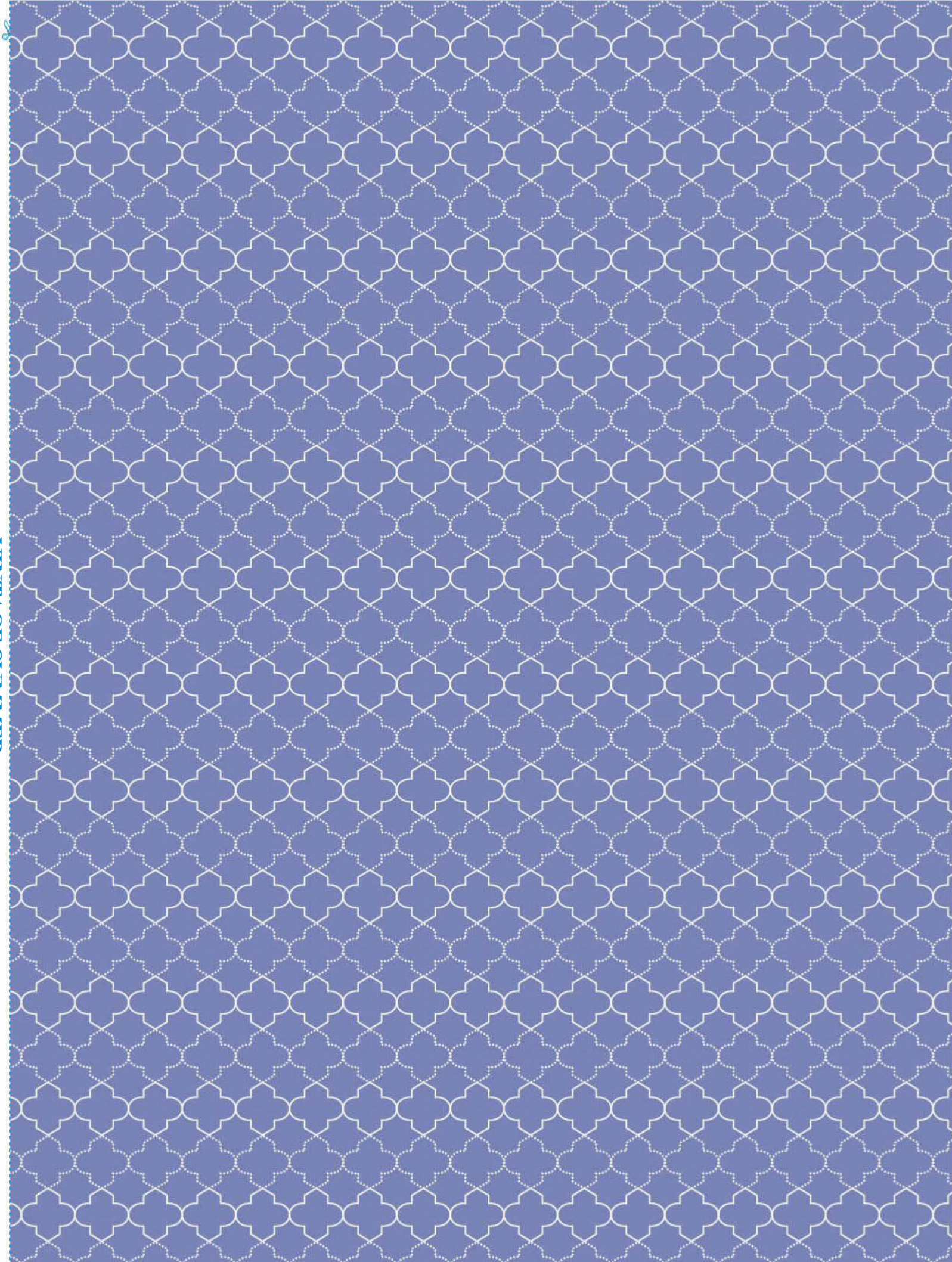








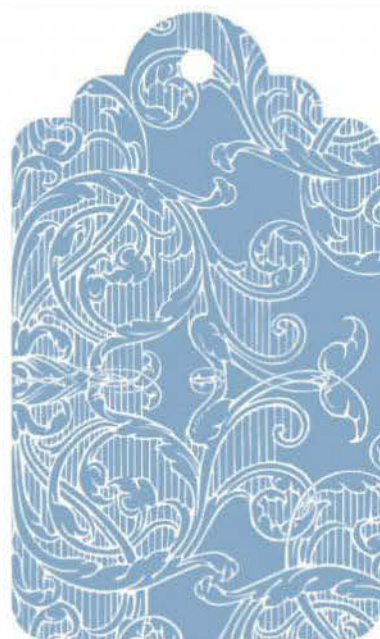
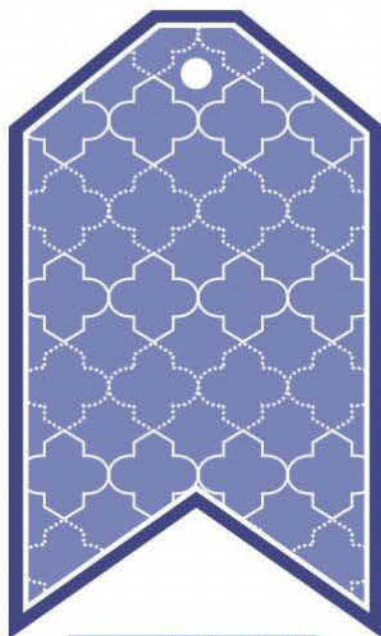




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From junk to funk

Give a pre-loved stool a seriously cool makeover when you reupholster it using an old holiday souvenir tea towel. **By Pip Leyland**


INFORMATION

Materials

- Stool
- Tea towel large enough to cover the seat of your stool
- Staple gun and staples
- Sandpaper
- Natural beeswax
- Glue gun and glue sticks
- Fabric glue
- Ribbon or trim

Skill rating: Moderate

How to make the tea towel stool

- 1 If you can remove the seat from your stool, then do so. Lightly sand the wooden legs and base of the stool using sandpaper, then wipe the stool clean.
- 2 Lay the tea towel, picture side up, over the seat and sides of the stool. Use a staple gun to attach the fabric to the underside of the seat, directly in the middle of one side of the stool. This is your starting point, now pull the fabric tightly across the stool, flattening out any creases as you go, then staple in position on the exact opposite side of the stool.
- 3 Turn the stool upside down and, pulling the fabric tightly as you go, work your way around the sides, stapling the fabric in place every 2-3cm (1in). When you reach the corners you might find that you need to manipulate the fabric into a 'hospital corner' to ensure a neat fold at the edges. Tea towel fabric is pretty tough, so don't be concerned about tugging and pulling it until you are satisfied with its appearance.
- 4 Use a pair of fabric scissors to trim away any excess fabric and then use a glue gun to neatly stick down any loose ends on the underside of the stool.
- 5 Cut a length of ribbon or trim that is long enough to go around the perimeter of the stool with a 5cm (2in) overlap. Following the instructions on the tube of the fabric glue, secure the ribbon in place so that it lines the bottom edge of the stool, covering any staples.
- 6 Treat the legs and wooden base of the stool with clear beeswax for a professional-looking finish. 



Novelty tea towels are the ultimate British holiday gift, but did you know that the durable fabric they're made from is also the perfect material for using in upholstery projects? We've all got a kitchen drawer stuffed with these souvenir tea towels at home, so give them a new lease of life when you use them to transform a tatty old stool into a quirky homeware. You can pick up pre-loved stools at reclamation yards, car boot sales and second-hand shops. If you can remove the seat from your stool then all the better, but if not then you'll need to staple the tea towel to the edges of the seat, rather than underneath.

Craftseller does

Liverpool

We take a trip to Merseyside and find a city leading the way in creative arts and crafts. **By Catriona Burns**

Discover unique, crafty makes hiding in cute outlets across the city





Upcycling makes for unique crafts



Meet a warm, witty group of craft sellers



Vicky Browne gives a dose of pretty to practical makes

We ♥ Liverpool!

With its famed Scouse style, fanatic football fans and legendary music scene, Liverpool is as loud and lively a place as you could get. Crowned European Capital of Culture in 2008, the city has since undergone a rejuvenation casting it as a creative centre. Proving to the world that it has more to offer than the preconceived stereotypes, Liverpool is showing no signs of quietening down and it's shouting out louder than ever to crafty creatives.

* LEADING LANE

Home to quaint bars, cafes, bistros and boutiques, Lark Lane boasts a bohemian vibe

reminiscent of the city's beatnik Beatles days. Discover the epitome of old-school Liverpool in Phil's Picture Palace where you'll find the store's namesake working busily among the snug's plenty of prints sourced from around the world. "Paris is the best place to find pictures," Phil says as he mounts and frames his finds. You'll find every corner of the continent in this artistic nook from which bustling tourists spill. Yet it's the Liverpoolian sense of artistic affability that brings the real personality to the shop. "It's not a bad place to come back to," Phil says of his home base, before adding with a wink, "beggars can't be choosers can they, girl?"

Returning from such far-flung trips, it's well the established framer has creatively like-minded neighbours, such as Arts Hub 47. A cosy treasure trove of crafts from local designer-makers, the co-operative is the ideal place to pick up a unique gift or simply admire its contemporary craft collection that gives the area cutting-edge cool.

* COME TOGETHER

The open invitation to 'have a brew, a browse and a buy' at Lark Lane's community centre on the last Saturday of each month captures the endearing heartiness of its craft market. Set up by Jan Greatbanks to keep

ON THE MOVE

Liverpool's home to crafts of every and any design



Find makes with humorous charm

local creatives “out of mischief” seven years ago, the fair’s assorted craft selection is one born out of the sellers make-do-and-mend mantra. From Pauline Neville’s bank card brooches – “Well, you have to cut them up eventually, don’t you?” – to Vicky Browne’s iPad cushions that came about when she was in bed unwell; the crafter’s makes are born out of unusual circumstances, giving them with an inventive edge. All crafters can recognise Jill Ledwidge’s cause to create, selling her makes just so she can make room for more. “I can’t stop making stuff,” she excitedly confesses. Her creative addiction has left her with an eclectic range of wares. “I make prints and cards, felt items, hand-woven stuff, patchwork products, a little bit of knitting...” When Jan remarks that the market, “caters for all styles, ages and tastes,” she could easily be referring to Jill’s stall alone. But it’s the feeling of family that seems the ultimate union here. Traders, customers and those in for the promised cuppa linger on more than a little longer than its late afternoon closing hours. “We wouldn’t go to the effort if it wasn’t for a lovely group of people,” Jan gushes. “It really is a fantastic community to be part of.”

* CLASSIC CRAFTERS

The landmark Aldephi Hotel is a quizzical place to be on a Saturday morning. A seemingly never-ending arrow trail directing you by line dancing old-timers and breakfasting guests eventually leads to the monthly arts and crafts fair. The cast of traders uphold the air of whimsical bemusement, most notably Tish Toglet who sits resplendent in black spectacles and witch’s hat, gleefully chuckling away. The look perfectly complements her ‘witches with a secret’ doll collection that she started after a picture gave her the wicked idea. “They amuse me,” she says, giving another infectious cackle. The Edwardian style of the hotel is befitting of the fair’s taste for traditional makes. From handmade teddies to repurposed old china and beaded jewellery to printed postcards, a sentimentality for classic craft surfaces. This loveable nostalgia is exhibited in Barbara Hunt’s assortment of pictures that have been inspired by her life. Telling me the personal tale behind each product, Barbara’s crafts are, she says an expression of her whole life. “Does that sound crazy?” she asks without time to respond. “Well, that’s just how I roll, lovey.”

September shows

Get even craftier this year with these great events in September

THE STITCHING, SEWING AND HOBBYCRAFTS SHOW

10-12 September
EventCity, Manchester

Visit one of the most popular craft shows in the calendar and browse all the latest supplies and ideas in the world of stitching and creative crafts. A series of workshops, demonstrations and catwalk displays is the cherry on top of this must-see event.

WEALD OF KENT CRAFT AND DESIGN SHOW

11-13 September
Penshurst Place, Tonbridge

Hailed as one of the ‘most prestigious craft shows in the country’, this is an ideal place to find unique pieces for the home and garden. Make a day of it and soak up the range of popular entertainment including workshops, talks and live music sets.

TOP DRAWER

13-15 September
Olympia, London

Take a trip to the capital to see the UK’s leading event for design-led gifts, lifestyle and fashion accessories. With over 800 carefully-selected British and international makers and designers, you’re bound to be inspired by this top-of-the-range showcase.

Next month
we're in
BRISTOL



WE WANT TO KNOW ABOUT HANDMADE FAIRS NEAR YOU!

Email catriona.burns@immediate.co.uk with your craft market news

Welcome to the world's first home and hobby cutting machine with a built-in scanner.



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Visit www.scanncut.co.uk for full details





Feeling fruity?

Plump up your homeware range with this simple lino print cushion featuring an on-trend pineapple motif. **By Claire Watkins**

INFORMATION


Materials

- Soft cut printing block 300 x 200 x 3mm (from fredaldous.co.uk)
- Lino cutting tools
- Scissors
- Bench hook
- Ink roller (brayer)
- Speedball fabric block printing ink in yellow
- 1 metre of fabric
- Rotary cutter
- Cutting mat
- Sewing machine
- Thread
- Black marker pen
- Soft pencil

Size: 45 x 45cm (18 x 18in)

Skill level: Easy

How to make the pineapple cushion

- 1 Copy the pineapple template on page 102 using a black marker pen. On the reverse side draw over the black lines with a soft pencil. Place the design, marker side up, onto the soft cut lino block and draw over the black lines. This is to transfer the design to the block. Go back over any lines that are faint so you can see them when cutting.
- 2 Cut away all the black line areas using the cutting tools. It's best to start with a thin cutter to work around the outline first to create an edge, then cut into the lines on the design. Use a thicker cutter to cut away larger areas on the outside. Take your time as slipping could mean ruining your design.
- 3 Trim around the stamp with scissors leaving 3cm (1¼in) of board to enable you to hold and position it when stamping.
- 4 Cut a piece of fabric 3cm (1¼in) larger than the cushion pad for the front of your cushion. To find the middle of the cushion, place the stamp onto the centre of the right side of the fabric and mark the top, bottom and sides with tailor's chalk. This will help you position the stamp correctly when you're ready to print.
- 5 Cover your workspace in old newspapers and place the bench hook over the table edge. Squeeze out a length of ink about the width of the hook and use a brayer to roll over the ink. You'll need to roll the ink quite a few times until it forms small peaks and the roller is well covered.
- 6 Roll the ink onto the pineapple stamp; you may need to go over this a few times to get a good coverage, but try not to over ink or you'll lose the finer detail. Stamp the image into the centre of the fabric, peel back the stamp and leave the paint to dry. It should be touch dry after 24hrs.
- 7 Cut two pieces of fabric measuring 48 x 29cm (18¾ x 11½in). Fold the long edge over 1.5cm (½in) and sew to make a hem. Fold another 1.5cm (½in) and sew again. This makes an envelope opening edge. Repeat for other long piece of fabric.
- 8 Once the design is fully dry you can sew the cushion together. Place the front of the cushion design side up, then pin the two back envelope pieces onto it right sides down, making sure the 'hole' is horizontal to the design. Sew 3cm (1¼in) in around the edge of the cushion, press out the seams and clip the corners. Turn through, then insert the cushion pad, to finish. 



TOP TIP

Print the image on scrap fabric first to determine the amount of ink and pressure you need to apply

BLOGGER of the month

Meet Janine Holmes from Moji Moji Design, a crafty corner of the web chock-full with quirky crochet characters. **By Sophie Jordan**



Visit mojimojidesign.com for kooky amigurumi inspiration

The saying ‘home is where the heart is’ seems made for Janine Holmes. Crafting from her own little custom-built coop in the house she shares with her husband, three sons and four cats, the self-confessed crochet addict is continually inspired by the household hubbub. Here, the 48-year-old talks about motivation, eBay spending sprees and why a blog is the best to-do list you can have...

Describe your crafting style.

JH Fun, character-led and colourful.

What’s your favourite part of blogging?

JH I love how it focuses my mind. It’s like

a thinking out loud to-do list. I find that if I voice my ideas and future plans on my blog, then I’m much more likely to go ahead and actually make them a reality.

Where’s your favourite place to craft?

JH I’m lucky enough to have a room in the house for my crafty escapades – it has become the hub of our home. I never feel isolated here as the family come and go all the time. Although, when deadlines are looming, that’s not always a blessing!

How do you organise your time?

JH Thankfully, I design and crochet full-time now. It also helps that I’m not

averse to letting a bit of dust build up here and there. Also, my boys have learnt some valuable lessons in putting on the odd load of laundry and generally mucking in with household chores. We’re a good team.

What would be your advice for anyone considering selling their crafts?

JH Absolutely go for it! If you don’t try then you’ve failed before you’ve even started. Begin small with minimal overheads and work your business up slowly. Never create more pressure for yourself than you can handle and enjoy the journey. If you’re not having a good time, then that surely defeats the purpose.

Find the free pattern for these rainbow owls on Janine’s blog



Clockwise from top left: Janine uses bright colour combinations for makes; characters begin life on the drawing page; the crafter dreams of living by the sea





Clockwise from top left: Janine's craft room is the "hub of the house"; the crafter's style is full of character; makes are often inspired by childhood



Emma's digital inspiration
Perfect for boosting your craft mojo!

Bitty.com is great for shortening your URL links to post on social media. It's also useful for tracking how many clicks each link gets

UNLEASH THE POWER OF THE LINK

talesfromthesea.garden.blogspot.co.uk is a beautiful haven of images of life by the ocean

Browsing Pinterest with a cup of tea and a sandwich is my perfect working lunch

Find Janine at:
mojimojidesign.com on Facebook at [Facebook.com/mojimojidesign](https://www.facebook.com/mojimojidesign) and on Twitter @MojimojDesign

Q How do you price up your wares?

JH I like to keep a relatively low price point in order to appeal to impulse and first-time buyers. It also encourages repeat custom. Low prices mean that it takes time to see any real return, but I'm in this for the long haul. I just hope each design will eventually be worth my while.

"If I voice my ideas on my blog, I'm more likely to make them a reality."

Q If you could run your craft business from anywhere, where would it be?

JH I have dreams of a little stone cottage by the sea and being able to take walks along the beach for inspiration.

Q What's your funniest craft memory?

JH I remember sitting on the beach crocheting a starfish motif around a rock.

It felt very liberating to walk off and leave it sitting there, reminding myself that not all craft has to be useful or profitable. That was one of my more hippy moments.

Q How do you keep yourself motivated when a project isn't going to plan?

JH When an idea really isn't working out I usually just turn it into something else. I began a chameleon pattern that just didn't pan out the way I had hoped, so I turned the crocheted parts into two robot pals called Nut and Bolt instead.

Q Where do you shop for crafty materials?

JH I like eBay because I can shop in my pyjamas in the middle of the night. The choice is fantastic, too. If you can't get it from eBay, then it probably doesn't exist.

Q Where do you get your inspiration?

JH Mainly from my childhood memories and remembering things my boys liked when they were small. If they or I would have gone crazy for a certain character or toy, then I know I'm on to a winner.

MAKE JANINE'S EXCLUSIVE COPYRIGHT-FREE PROJECT NOW!

Go to www.craft-seller.com for full details and instructions...



Make Janine's owl purse on craft-seller.com



Chi Chi the panda

Quirky characters are always great sellers so we predict panda-monium at the craft market when shoppers spot this fun make! **By Angela Turner**





INFORMATION

Materials

- *100g Stylecraft Special DK in White (1001), Black (1002), Sherbet (1034) and Pomegranate (1083)
- *3mm (UK 11) knitting needles
- *Polyester filling
- *Circle of card with a 10.7cm (4¼in) diameter
- *10 x 10cm (4 x 4in) black felt
- *4 x 4cm (1½ x 1½in) white felt
- *2 x 6mm black beads
- *9.5cm (3¾in) black pipe cleaner
- *2 x 9.5cm (3¾in) pomegranate pipe cleaner

Size: 28 x 29cm (11 x 11¼in)

Skill level: Moderate

Tension: 26sts and 34 rows to 10 x 10cm (4 x 4in) in stocking stitch using 3mm (UK 11) knitting needles

ABBREVIATIONS

inc	increase
K	knit
k2tog	knit 2 together
p2tog	purl 2 together
st/sts	stitch/stitches
st-st	stocking stitch
tbl	through back loop

SAFETY FIRST Our panda is not designed as a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell this, even if not as a toy, there are strict regulations to adhere to. Visit craft-seller.com for advice.**

Everyone loves an entertainer, and this playful panda dressed in smart top hat and matching bow tie and holding a colourful moustache prop is ready to make your customers smile. Shoppers will love the super-squishiness of this rotund character that can be knitted in any DK yarn. We chose to knit ours in Stylecraft Super DK for its clean look and soft handle and at just £1.95 for a whopping 100g ball you can really max the profits with this super make. He's not just for cuddling though – fill your panda with dried rice or beans to turn him into handy door stop.

How to make the panda

BODY

Begin at base using White and cast on 12sts.

Row 1: Purl.

Row 2: Inc in every st. 24sts.

Row 3: Purl.

Row 4: (K1, inc in next st) to end. 36sts.

Row 5: Purl.

Row 6: (K2, inc in next st) to end. 48sts.

Row 7: Purl.

Row 8: (K3, inc in next st) to end. 60sts.

Row 9: Purl.

Row 10: Knit.

Row 11: Purl.

Row 12: (K4, inc in next st) to end. 72sts.

Row 13: Purl.

Row 14: Knit.

Row 15: Purl.

Row 16: (K5, inc in next st) to end. 84sts.

Row 17: Purl.

Row 18: Purl.

Starting with a purl row, work 3 rows st-st.

Next row: (K6, inc in next st) to end. 96sts.

Starting with a purl row, work 7 rows st-st.

Next row: (K7, inc in next st) to end. 108sts.

Starting with a purl row, work 9 rows st-st.

Next row: (K8, inc in next st) to end. 120sts.

Starting with a purl row, work 15 rows st-st.

Next row: (K9, inc in next st) to end. 132sts.

Starting with a purl row, work 5 rows st-st.

Change to Black and work a further 10 rows st-st.

Change to White and work 2 rows st-st.

Next row: (K10, k2tog) to end. 121sts.

Starting with a purl row, work 7 rows st-st.

Next row: (K9, k2tog) to end. 110sts.

Starting with a purl row, work 5 rows st-st.



Next row: (K8, k2tog) to end. 99sts.

Starting with a purl row, work 5 rows st-st.

Next row: (K7, k2tog) to end. 88sts.

Starting with a purl row, work 3 rows st-st.

Next row: (K6, k2tog) to end. 77sts.

Starting with a purl row, work 3 rows st-st.

Next row: (K5, k2tog) to end. 66sts.

Next row: Purl.

Next row: (K4, k2tog) to end. 55sts.

Next row: Purl.

Next row: (K3, k2tog) to end. 44sts.

Next row: Purl.

Next row: (k2tog) to end. 22sts.

Next row: (p2tog) to end. 11sts.

Cut yarn and thread through.

Pull up tightly and sew seam for about 7cm (2¾in). Gather round cast on sts and pull up tightly. Sew seam to black band. Turn right side out and insert the circle of card, then stuff with filling, a little at a time. Sew up the gap.

PAWS (MAKE 4)

Using Black, cast on 10sts and st-st 8 rows.

Next row: k2tog, knit to last 2sts, k2tog. 8sts.

Next row: Purl.

Next row: k2tog, knit to last 2sts, k2tog. 6sts.

Next row: Purl.

Next row: k2tog, knit to last 2sts, k2tog. 4sts.

Next row: Purl.

Next row: Inc in first st, knit to last st, inc. 6sts.

Next row: Purl.

Next row: Inc in first st, knit to last st, inc. 8sts.

Next row: Purl.

Next row: Inc in first st, knit to last st, inc. 10sts.

Starting with a purl row, st-st 7 rows.

Cast off.

TOP TIP

If you don't want to use beads for the centre of the eyes, then cut small circles of felt instead

Fold paws in half and sew around the edge leaving a gap. Turn right side out and lightly stuff with filling. Sew remaining seam. Pin arms in place either side of body, the right one below the black band and the left one above the black band. Sew in place securely. Pin feet to garter st row of base, with about 5.5cm (2¼in) between them.

EARS (MAKE 4)

Using Black, cast on 6sts.

Work in st-st for 4 rows.

Next row: k2tog, K to last 2sts, k2tog. 4sts.

Next row: Purl.

Next row: k2tog twice. 2sts.

Next row: Purl.

Next row: Inc in every st. 4sts.

Next row: Purl.

Next row: Inc in first st, knit to last st, inc. 6sts. Starting with a purl row, st-st 3 rows.

Cast off.

Sew ears together in the same way as paws but do not add filling. Pin ears in place, in line with arms and with about 11cm (¼in) between them. Cut two ovals of black felt measuring 4 x 3cm (1½ x 1¼in) for eye patches. Place on face at an angle 2.5cm (1in) up from black band and with 6sts between them at top. Sew securely with black thread. Cut two small circles of white felt and sew securely onto the eye patches using the photo as a guide; add a black bead to each to complete the eyes. Cut a 1.5cm (½in) circle of black for the nose and sew in place. To make the mouth, use black yarn to work a small straight stitch below the circle angled to the right, then a large straight stitch going from this line towards the right eye with a little st crossing over the top then a small straight st going from centre line towards the left eye.

TAIL

Use White to make a tail in the same way as the ears. Add some filling. Sew tail securely to rear on garter row.

HAT

Using Sherbet, cast on 6sts.

Row 1: Inc in every st. 12sts.

Next row: Purl.

Next row: (K1, inc in next st) to end. 18sts*.

Next row: Knit.



Starting with a knit row, st-st 6 rows.

Next row: (K4, k2tog) to end. 15sts.

Cast off purlways.

Gather round cast on sts and pull up tightly. Sew seam across top then down to base. Turn right side out and add some filling.

BRIM

Using Sherbet, work as hat to *.

Next row: Purl.

Next row: (K2, inc in next st) to end. 24sts.

Next row: Knit.

Cast off.

Gather round cast on sts and pull up tightly. Sew seam. Push inside of brim into base of hat. Sew cast off stitches of hat to brim. Sew hat to head about 1.5cm (½in) up from right ear.

BOW TIE

Using Sherbet, cast on 6sts.

Row 1: Purl.

Next row: k2tog, knit to last 2sts, k2tog. 4sts.

Next row: Purl.

Next row: k2tog twice. 2sts.

Next row: p2tog. 1st.

Next row: Inc. 2sts.

Next row: Purl.

Next row: Inc in every st. 4sts.

Next row: Purl.

Next row: Inc in first st, knit to last st, inc. 6sts.

Cast off purlways.

Place bow tie securely at front of body, just above the black band.

MOUSTACHE (MAKE 2)

Using Pomegranate, cast on 6sts.

Row 1: Purl.

Next row: Inc in every st. 12sts.

Starting with a purl row, st-st 5 rows.

Next row: k2tog tbl, K2, k2tog, k2tog tbl, K2, k2tog. 8sts.

Starting with a purl row, st-st 3 rows.

Next row: k2tog tbl, k2tog, k2tog tbl, k2tog. 4sts.

Starting with a purl row, st-st 5 rows.

Cast off.

Gather round cast on sts and pull up tightly. Sew seam half way up. Turn right side out. Curve one end of the pomegranate pipe cleaner and insert this into curved end of moustache. Sew remaining seam ensuring all of pipe cleaner is covered (trim pipe cleaner if necessary). Shape ends into curves. Sew cast on edges to each other to create moustache.

STICK

Using Black yarn, cast on 24sts.

Work in st-st for 3 rows.

Cast off purlways.

Fold in half lengthways with reverse st-st to outside. Insert the black pipe cleaner and sew over the cast on and cast off edges. Attach moustache to stick at top, then sew stick to top of left arm about 2.5cm (1in) down from top and also to body at the base of the stick. Ensure all loose ends are tied in securely, to finish. 🧶

Diary of a craft selling mum

Every month, craft seller and mum of two, Erica Martyn, who makes toys for her business Odds & Soxlets, invites us into her world...

All about me

I am 35 years old, and mum to four-year-old Harry and baby girl, Lottie Rose. I have a husband called Martin and a naughty but very sweet 12-year-old Yorkshire Terrier called Mr Biggles. We live in Dorset and I began my business in May 2011. I'm still learning heaps, while at the same time juggling home life, finances, and the needs and demands of my growing family and my customers...

Erica ♥

THIS MONTH

- * Monster orders – 20
- * Online market weekend – 1
- * Lost sewing hours – 32
- * Overzealous agent – 1
- * Bridesmaid dresses – 1
- * New baby nephews – 1

DAY 3

When it comes to my makes, Harry is his mum's biggest fan. He takes his monsters everywhere which is wonderful, gratifying, and of course, it can be good for business. If people can actually see and hold them, they're more likely to appreciate the work that goes into these makes and to ask questions. However, what I didn't know is he's now telling friends at school, "My mummy can make you a monster!" These excited four and five-year-olds are then relaying this to their bemused parents. Fortunately, they all see the funny side and I've received a few orders as a result. I may have to have a word with my little agent though, and ask him to pull back on his overexcited marketing technique.

DAY 6

Harry came home from school yesterday complaining of very sore legs and being extremely tired. He went straight to sleep but at about 3am, appeared in our room, said he felt sick and promptly was – all over our bed! Today has been exhausting. As ill as Harry is and as tired as I am, Lottie is the exact opposite and bursting with energy. TV to the rescue for Harry upstairs, while I abandon all hope of working today and play with Lottie.

DAY 10

I have somehow managed to accumulate an additional ten monsters of various shapes and sizes. As the interest in my toys has

Erica meets her nephew earlier than expected



still been really good, I've put six of them with a set price on my Etsy shop. I've also risked putting the other four onto eBay in a 24-hour auction with a starting bid of 99p. I know it's a gamble, but I'm really curious to see if people will find them, and to see how they'll do. All six monsters sold within 15 minutes on Etsy. As for eBay, my heart was racing and my eyes couldn't leave the screen. Within 20 minutes, they'd all gone past their selling price, which was thrilling enough. But then a special edition fairy monster went for four times as much. I felt like I'd won the Grand National but my nerves were shot by the end.

DAY 13

Two of Martin's sisters are pregnant and baby number one made a shock



appearance today. My sister-in-law didn't even make it to the hospital as her little one arrived so quickly – he was born in the back of their car! Harry is delighted at the news that he has a boy cousin. No-one knew the sex beforehand, so although I have a gift in mind, I decided not to make anything until the baby was here. I suppose I should get cracking...

DAY 17

Harry and Lottie have helped me choose some great fabrics in a similar design so I can

make a co-ordinating sensory monster and tag blanket for their new cousin. Although I love creating toys for a living, I think I enjoy making personal gifts even more, especially when my children contribute to its making.

DAY 19

My theatrical flair re-emerged today. Harry's ballet teacher asked me to make something for the annual show and I've settled on a horse-style headdress. I started by sketching a hairband using feathers and coloured beads to represent a horse's mane. I'm going to work

on a sample to see if it works in real life. I need to check if it's lightweight enough so that it doesn't affect the girls' balance whilst dancing en pointe.

DAY 24


Ages ago, I agreed to make a bridesmaid dress for my friend Danni's daughter, Bobbie for her upcoming wedding. I don't normally have time to do these projects anymore, which is a shame as I adore them. I'm making a ballet-style tutu dress, using 100 metres of ivory tulle, a crochet top and some beautiful stretch lace. The only problem is Lottie, who's the same age as Bobbie. She's utterly convinced I'm making it for her, no matter what I say.



The newest addition to the family is welcomed with a special Monstroubles toy and blanket set

I couldn't bear the thought of her little crestfallen face when this beautiful dress has to leave the house. So, to avoid inevitable disappointment, I've whipped up a quick tutu to go with her fairy costume. Hopefully now, she won't feel left out. I guess it's just as well I rarely do this kind of sewing. If I had to appease Lottie with a similar outfit every time, I'd never get any paid work done.

DAY 30

The signs were there with Lottie's non-stop chatter and her endless capacity to play and make mischief. I was trying to ignore it, but the day has finally arrived – Lottie doesn't need her daytime naps anymore. Since she was born, I've really relied on these breaks in the day to work on my makes. Now, I realise it may be time for my cute little baby to make new friends and attend a nursery. * Sob *. 

MAKE IT

MAKE A
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Make a crafty tenner

Bag charms are our favourite micro-trend for summer and we reckon customers will be queuing for this folk-inspired version. **By Dorothy Wood**

INFORMATION

Materials

- Small scraps of felt in red, pale blue and lemon
- Embroidery cotton in light brown, red, pale blue and lemon
- Sewing needle and scissors
- Polyester stuffing
- 4mm wide satin ribbon in 40cm (15¾in) lengths of orange, pale blue and lemon
- Red cotton or wool yarn, fine DK or 4ply
- 9 x 5mm round beads in bright colours
- 3 x 15mm wooden beads, red, brown and orange
- 16 x 6mm brass beads
- Brass swivel hook
- Bodkin and tapestry needle

Size: 20cm (8in) drop including swivel hook

Skill level: Easy

Felt is synonymous with folk style and the addition of simple embroidery stitches transforms a simple shape into something very sellable. This chunky keyring makes an attractive embellishment hanging from the front door key, but really comes into its own when displayed as a trendy bag charm. The embroidered felt heart is quick to make, but if you want to start with an easier shape, then try making a pillow with two sides instead. A simple bird is another option that will work well and allow you to expand your range for wider appeal. Tiny pom-poms, tassels and beads complete the design, which takes just a couple of hours to make.



How to make the bag charm



1 Use the template on page 99 to cut three large hearts from red felt, three small hearts from pale blue felt and three circles from lemon felt. Sew around the edge of the lemon and pale blue pieces with buttonhole stitch, then add embroidery using basic stitches such as lazy daisy and French knots.



2 Hold two of the finished hearts together with right sides facing outwards. Work buttonhole stitch around half of the heart shape starting at the pointy bit at the bottom and working up to the 'v'. Open the unstitched sides and slot in the third heart. Sew around half of the heart, as before.

TOP TIP

Use scraps of wool and embroidery cotton instead of polyester stuffing to keep making costs down

MAKE IT



3 On the third edge of the heart shape, only work buttonhole stitch around the top rounded edge. Fill the heart with stuffing using a chopstick or similar tool to push the stuffing in until the shape is quite firm. Sew the last seam closed with buttonhole stitch.



4 Use a fine tapestry needle to thread a brass bead, round bead, then brass bead onto two different lengths of ribbon, then tie a knot in the end. Wrap embroidery cotton around three fingers 20 times and then cut one end. Lay the bundle under the ribbon and tie a length of matching colour thread around the middle.



5 Make sure the knot is in the middle of the bundle and then let the top threads drop down to create the tassel. Wrap another piece of matching colour embroidery thread around the top of the tassel to create the neck. Use a tapestry needle to sew the ends under the wrapping in opposite directions. Trim the ends neatly.




6 Make two mini pom-poms: wrap red yarn around three fingers approximately 70 times. Tie a length of embroidery cotton very tightly around the middle of the bundle and then cut both ends to create the fringed bundle. Trim each side into a slight curve to take the strands to about 1cm (½in). Fluff up and trim slightly to make a round shape.



7 Use the bodkin to thread the remaining length of ribbon through the heart shape, then add beads as shown, tying a knot underneath. Use the bodkin to sew through the middle of the pom-pom and add a round bead, then a brass bead. Tie a knot at the end and trim neatly. Thread all three ribbons through a large wooden bead, through the keyring loop and back through the bead.



8 Adjust the lengths of the ribbons and then tie one ribbon around the others to secure them under the top wooden bead. Add a variety of beads and the second pom-pom to the tails as shown. Once you are happy with the lengths, then trim the ends of the ribbon, to finish. 



SHOW US ON FACEBOOK!

If you've enjoyed making this bag charm, post a photo on the *Craftseller* Facebook page



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Top 10 FESTIVAL MAKES

Get some free-spirited inspiration from the latest trends in festival fashion...By Holly Johnson

Along with watching Wimbledon, indulging in one too many barbeques and gallivanting off on seaside day trips, festivals have become a summer tradition. But along with live music, dancing in the mud and general outdoor merriment, festivals aren't half as fun filled without the array of must have accessories. And with thousands flocking to the fields, this season long celebration means big business for craft sellers. So, get set to rock your summer sales with our top ten festival makes.

1 Fringing accessories

The seventies look is huge this season and has a real 'summer of love' feel to it. Fringe was far and away one of the biggest hits to come from the spring 2015 runways and it's a simple way to work the laid-back style into your makes. Add fringing to bags, purses, jewellery, clothing and footwear to appeal to the boho brigade. You don't have to limit yourself to the usual brown/black colour palette, either. Use bright pinks and reds to appeal to those who want to stand out from the crowd. Or why not sell your own 'DIY' fringing kit, enabling your customers to customise their own festival fashion?



accessorize.com

Seventies fringing gives a laid back retro vibe



Festival fashion should be unique yet comfortable



Unique festival fashion

Comfort is important at festivals, but so is looking different! At Le Lapin Blanc Boho (le-lapin-blanc.com), London-based Irina has a specific festival collection that includes ponchos, hats, anklets and ornately-decorated shorts and tops. "I select my pieces carefully, so they allow you to feel comfortable yet stand out from the crowd. All of my items are based on traditional costumes from countries around the world."

le-lapin-blanc.com



Diversify flags to stay ahead of the festival crowd

amelia-may.co.uk



3 Bohemian jewellery

Festival goers want easy fashion that can instantly give them that boho look. Adi Sadreddini from Amelia May's Jewellery agrees: "Boho jewellery has a relaxed, free-spirited feel that styles up any outfit with minimal effort." Wear necklaces piled up for extra hippie appeal.

Every festival goer will be wearing temporary tattoos this summer!



inkweartattoos.com

4 And... sleep

Yep, all that fun requires a good night's sleep – something that's not always easy in a field full of people! Use this as a selling point and market your own range of sleep masks in hand-stitched florals or bright neon colours making them practical yet pretty buys.



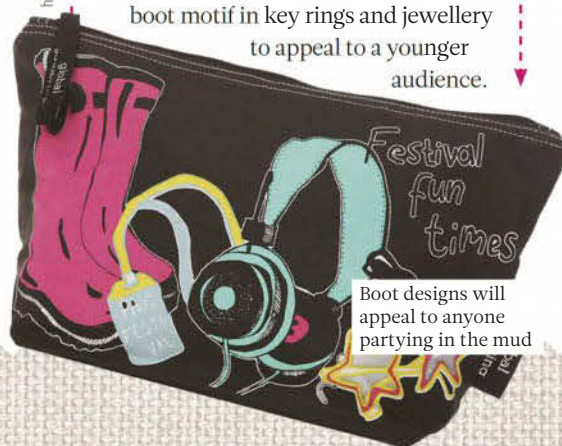
paperchase.co.uk

5 Fly the flag for the festival

Flags are festival icons! At A&E Adventures, a team of designers hand craft a range of flags for the festival market. "I'm always trying to find new ways to present fabric in the air with new shapes, patterns and styles," says Angeline Carrozza from the events brand.

8 Welly boot art attack

Another way in which younger shoppers are customising their gear is with welly 'bling'. Think stickers, paint, crocheted flowers – let your imagination run wild! Wellies are a festival staple, so use the boot motif in key rings and jewellery to appeal to a younger audience.



Boot designs will appeal to anyone partying in the mud

homecandy.com

6 Temporary tattoos

Thanks to celebs like Beyoncé Knowles, the temporary tattoo is currently a must-have trend for festival goers. "Gold foil tattoos are really popular – they look fantastic on tanned skin and give a real feel of fun, freedom and luxury," says Adam at Inkwear Tattoos (inkweartattoos.com).

9 Amazing headwear

Festivals = fun so be playful with your creations. "Headresses are the perfect festival trend for instant glamour," says Georgia Robinson from Hapuska.com "My headpieces are super lightweight so they don't weigh you down on hot days."

Brightly-coloured feathers capture the festival spirit



hapuska.com

7 Drink up!

Partying all weekend long is thirsty work, so water carriers and hip flasks are at the top of everyone's shopping list. Offer a range of designs in boho florals or geometrics and think about practicality – make your bottle foldable or attach a ribbon for ease of carrying.



hintonhome.com

10 Name that festival

Target specific events by incorporating the festival names into your designs using embroidery or screen printing. Even when the festival is over, people will still want to buy into the spirit of the event. ☺

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EASY-SEW KIMONO
PAGE 86

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*For full terms and conditions visit craft-seller.com/competitions



Mummy makes

Welcome to your next best-seller! Our nursery decoration will go down a treat with shoppers looking for a really special baby gift. **By Vicky Craxton**





SEW

rock
BA

TOP TIP

Pin the moon and stars together before sewing to check it all looks straight and hangs properly

INFORMATION

Materials

- * 59 x 21cm (23¼ x 8¼in) yellow felt
- * 29.5 x 21cm (11½ x 8¼in) white felt
- * 20 x 18cm (8 x 7in) light grey felt
- * 6.5 x 3.5cm (2¼ x 1½in) baby pink felt
- * 2 x 5mm black round plastic beads
- * 40cm (15¾in) length of 10mm wide white satin ribbon
- * Polyester toy filling
- * Embroidery thread in white, black and light grey
- * Sewing thread in white, yellow, light grey, baby pink and black
- * Hand sewing needles
- * White tissue paper
- * Baby pink chalk

Sizes (h x w x d): 51 x 21 x 5cm
(20 x 8¼ x 2in)

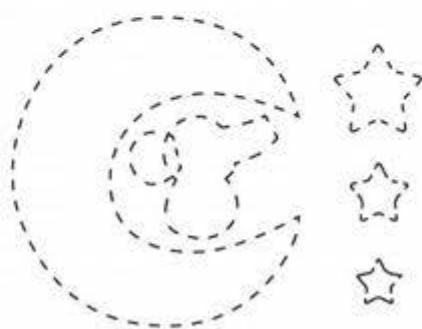
Skill level: Easy

Note: All the sewing in this project is hand sewn using an overstitch

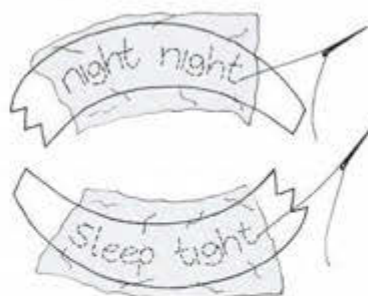
There's nothing like the arrival of a new baby to get shoppers reaching for their purses – and who could blame them with such a special occasion to celebrate? Our hanging moon wall decoration complete with super-cute baby elephant makes a gorgeous addition to the nursery and a special keepsake that will be treasured. Give your make extra value by offering to customise it by changing the words on the shooting stars to the baby's name or a sentiment of the buyer's choosing. Adapting your designs this way will give you an edge over competitors and a reputation for being a maker who goes the extra mile for their customers.

SAFETY FIRST Our hanging moon decoration is not designed as a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell this, even if not sold as a toy, then there are strict regulations you must adhere to. Visit craft-seller.com for advice.**

How to make the hanging moon decoration



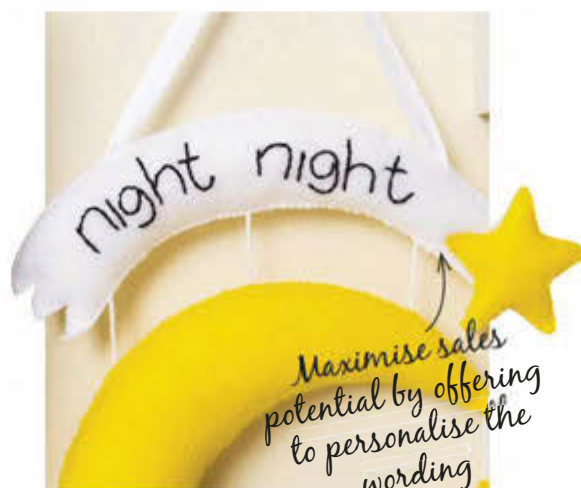
1 Use the templates on page 100 to cut out all the shapes for this project in felt in the colours indicated on the templates. A seam allowance of 0.5cm (¼in) is included so there's no need to add any more.



2 Trace the text template onto white tissue paper so 'night night' is on one piece and 'sleep tight' is on another. Pin the 'night night' tissue paper onto one of the top shooting star tails and pin the 'sleep tight' tissue paper onto one of the bottom shooting star tails. Using all of the strands of the black embroidery thread, sew the text with a backstitch. When you have finished sewing the text, pull away the tissue paper.

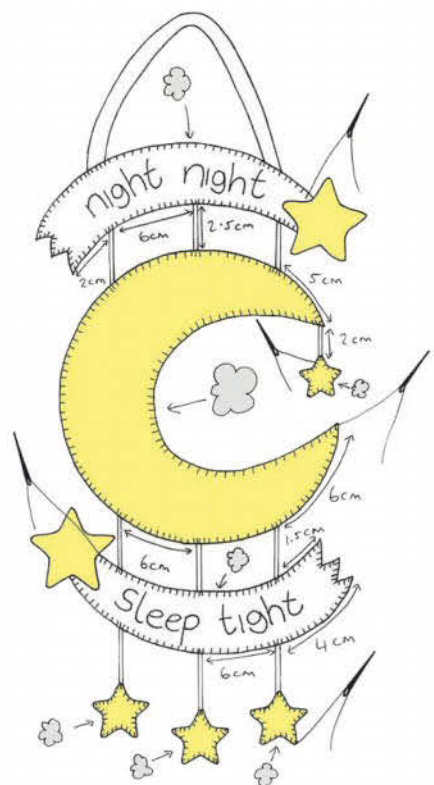


4 Tie each end of the white ribbon into a double knot with about 2cm (¾in) on the ends. Pin each knotted end in between the top shooting star tail shapes so they are at the top. Make sure the right end of the ribbon is 2.5cm (1in) from the star and the left end is 6cm (2½in) from the end of the shooting star tail.

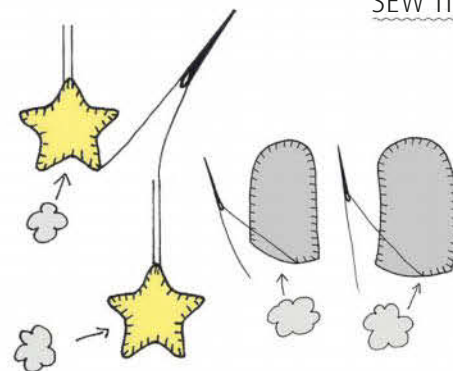


3 Pin a large star onto each front shooting star tail so that it covers the straight end. Pin the back shooting star tails onto the reverse of the front shooting star tails. Then, pin the other large star shape onto the back so the edges meet up with the front star shape. On both shooting stars, sew the star shapes together and stuff them with toy filling before sewing them closed.

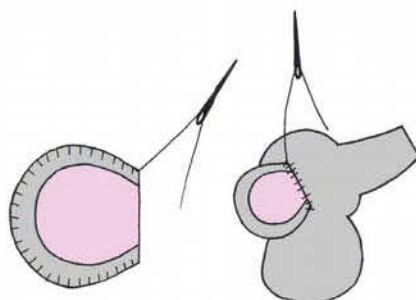




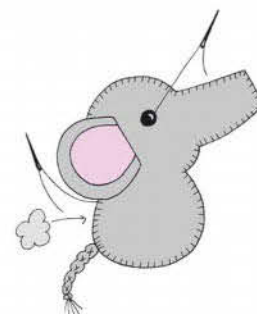
5 Cut seven 8cm (3¼in) lengths of white thread and tie a double knot in each end. Pin three of the threads to the bottom of the top shooting star, starting 2cm (¾in) from the left end, leaving 6cm (2½in) gaps between each one. Pin the moon shapes together and pin the other knotted end of the threads across the top of the moon shape, starting 5cm (2in) in from the right end of the moon. Adjust the threads so they are about 2.5cm (1in) long between the star and moon. Repeat this process to attach the bottom shooting star to the moon, making sure they line up with the top threads. Pin the remaining length of thread in between the moon shapes at the top right edge of the moon. Pin the small stars together sandwiching the thread in between, so the thread is 2cm (¾in) long. Cut three 10cm (4in) lengths of white thread and tie ends in double knots. Attach the medium stars across the bottom of the 'Sleep tight' shooting star in the same way as before.



6 Sew each pair of shooting star shapes together and stuff with toy filling, then sew them closed. Make sure you sew through the ribbon and knotted ends of the threads to secure them in place. Sew and stuff the moon shapes and the star shapes in the same way. Sew each pair of arm shapes and each pair of leg shapes together and stuff with toy filling before sewing them closed.



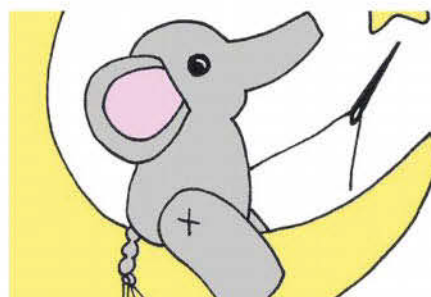
7 Sew each inside ear onto an ear, so they are in the middle and the straight edges meet. Do not sew the straight edge. Sew the other ear shapes onto the back but do not sew the straight edge. Pin each ear onto each body shape at the back of the head but in the middle and tilted backwards at an angle. Secure the ears in place by sewing the straight edge to the body shape



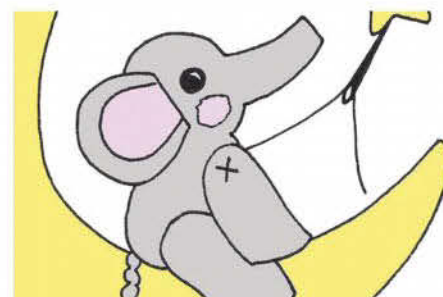
8 Cut three 8cm (3¼in) lengths of grey thread and tie them together at one end with a double knot. Sew the body shapes together and when you get to the back of the elephant's bottom, poke the knotted end of the embroidery thread between the body shapes and carry on sewing, securing it in place. Stuff the elephant body with toy filling before sewing it closed. Plait the strands of the tail and tie into a knot with some loose strands at the end. Sew beads in place as eyes and pull in to make the head dimple.



9 Sew the bottom of the elephant to the bottom inside edge of the moon. Position him so he is pointing his trunk towards the small star and make sure his tail hangs over the front of the moon.



10 Attach the legs each side of the elephant by sewing a cross on the top end of each leg. Add some tiny stitches to attach the feet of the legs to the moon so the legs are positioned either side of the moon.



11 Attach the arms to each side of the elephant with a cross stitch, so they are above the legs. Sew the other end of the arms onto the moon. Use pink chalk to draw rosy cheeks on the face and smudge it in with your finger.

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Ask the Experts

Our panel of experts is on hand to answer all your crafting and selling questions

Our experts

There's no question that's too big or too small for our crafting gurus

CAMILLA WESTERGAARD

is the content lead at Folksy and is also the creator of the colourful world of Butterscotch and Beesting where she sells her makes.



JENNIFER CHAN

is a co-founder and director of go-to crafting site, Stitch & Story. The company supplies 100% natural yarns and knitting kits, and also host regular knitting workshops.



RACHEL TURNER

is the head chef and owner of Sweetapple, a bespoke catering company that supply for corporate and private events of all shapes and sizes.



CLARE YUILLE

is the founder of Indie Retail Academy which supports artists, designers, crafters and makers in getting their creative products into the world and in front of customers.



© Rose Bistro Set, £199, dobbies.com

Let everyone eat cake and follow food guidelines

Takes the cake

Q I want to start making cakes at home to sell. Do I need to register with anyone? Or can I just start off and see how it goes?

MYRIAM SHAH, BRISTOL

A RACHEL SAYS: If you're planning to sell a few times a year at a local community event, such as a school fete, then you just need to follow common sense and good basic food hygiene. However, if it's to sell in shops or markets, you're required to register with your local environmental health department at least 28 days before you start. You would also need to gain a level two food hygiene and safety certificate, which you can either do online at highspeedtraining.co.uk or through a more in-depth course organised by your local authority. For an overall guide, visit food.gov.uk/business-industry/caterers/startingup.

Doubling up

Q I've been trying to use up my ever-increasing craft stash. Do you know if I can combine two strands of one weight of yarn to equal a larger weight?

EILEEN TETLOW, BIRMINGHAM

A JENNIFER SAYS: Of course you can. The beauty of knitting is that there's never a right or wrong. This go-with-the-flow approach is even more relevant when it comes to combining different yarns to make a beautiful scarf, rug or even a jumper. Just be sure to knit a tension swatch with the newly made yarn to ensure it matches closely to the expected swatch gauge. Check out the Norwegian website, pickles.no for some great inspiration. They have gorgeous patterns that use a combination of wools.

Knitting is an ideal craft for using up your stash



© Selection of yarns from Stitch & Story, stitchandstory.com

MY TOP
10 TIPS

JESSICA CATHERINE
specialises in ceramic
gifts and homeware.
Find her makes at
jessica-catherine.com
and on Folksy.

- 1 Play with different projects outside of your usual craft.
- 2 Always treat your customers with love and kindness.
- 3 When pricing up, remember to include all the little bits and pieces.
- 4 Create a cosy place to get making.
- 5 Sign or label your work so that everyone will know who made it.
- 6 Have creative chums to call on for moral support.
- 7 Never forget how far you've come.
- 8 Keep creating, even if it's scary.
- 9 Be open to selling in different ways.
- 10 Embrace all social media.



© You've Got Mail Letter Rack, £16, 1ch.net

Point of no return

Q What is the best way to deal with refunds, returns and goods not turning up? I have a very small margin and recently lost out when an item was lost in transit.

VIOLET NICHOLS, EXETER

A CAMILLA SAYS: If the item is lost in transit then, unless proven otherwise, you need to provide a refund or deliver the same parcel again. We would recommend that you use tracked postage wherever possible, so you can claim compensation from your carrier if items go missing. If a customer is unhappy with a product, be prepared to give a full refund as they have the right to return items up to 14 days. Customers also have the right to return faulty goods within six months, and may be entitled to a refund, a repair or replacement. Some exceptions to this rule include personalised products.

Small print

Q If I approach small shops, am I better off going armed with my terms and conditions or should I let them dictate the contract?

ANGIE HARRIS, KINGSTON, SURREY

f FAQ

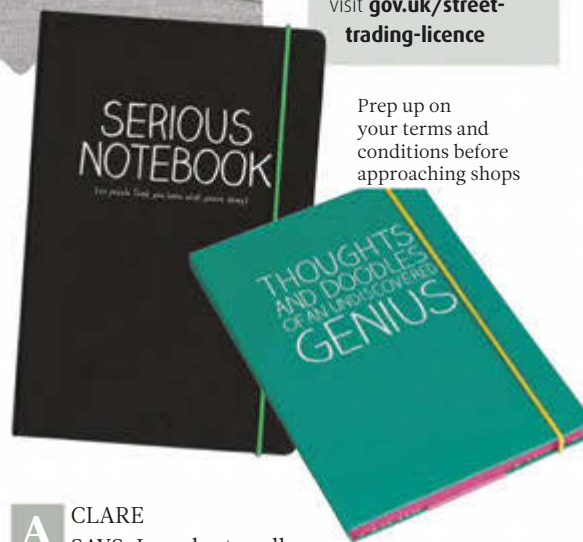
This month our top Facebook question is...

Q I want to sell food from my front garden for a one-off event. Do I need a license for this?

Eimear Donnelly

A Rachel says: If you are trading from private land, you may not necessarily need a street trading licence. However, it's definitely worth checking with your local council as the fine can be up to £1,000. With potentially such a hefty charge, it's better to be safe than sorry. For more information, please visit gov.uk/street-trading-licence

Prep up on your terms and conditions before approaching shops



A CLARE SAYS: In order to sell your work to shops, you have to appear professional. Independent retailers expect you to have a complete buyers' pack and this should include your full terms and conditions. These should outline how you do business, including such details as your minimum order and how you want to be paid. When you have set out clear, confident guidelines, it becomes obvious that you know what you're doing. This sense of direction makes the retailer relax. And when they feel like that, they're more likely to buy your makes from you. If you neglect this nuts and bolts armour, you risk jeopardising this important craft-selling step.

ESSENTIAL CRAFT TOOL



NAME: Kathryn Abrahams
SHOP: Lazy Daisy Glass
WEBSITE: www.lazydaisyglass.co.uk
TYPE: Fused glass
TOOL: Toyo Super Grip Glass Cutter
AVAILABLE: www.warm-glass.co.uk
COST: £20

"When I first started working with the glass fusing technique, I was clumsy with the glass cutter and it took a lot of practice to become comfortable with it. It's not necessarily my favourite tool, but it's the most essential to create any type of fused glass piece. Without it, I simply couldn't make anything. The cutter is used for scoring glass before breaking along the score line. The three hand tools commonly used are the cutter, metal ruler and glass breaker. The glass is scored

with the cutter, using the ruler if a straight line is needed. Then the glass is broken along the score line by placing the breaker over the line and squeezing together. Then, when I'm left with my two pieces of glass, the creativity can really begin!"



GUEST SPEAKER



If you've never dealt with a wholesaler online before, you may find it isn't as you would expect. **Robert Pugh**, author of *The eBay Business Handbook*, suggests eight points to consider.

Prices will not include VAT. Ensure that you factor this into any price calculations when working through your margins. It's always best if you expect to pay 20% (the current rate of VAT in the UK) more than the published price.

Check for minimum order values. Ask about order sizes and consider the impact on your cash flow and storage. Do not underestimate how much room you will need.

Are they genuine brands? Ask for a sample before placing a big order, just to be sure.

Prices do not include carriage. Check how much it will cost to have the items delivered to you. Postal expenses can add up before you realise.

You may have to provide references.

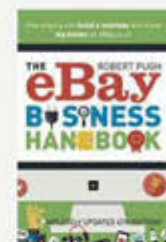
Some wholesalers will require references from your current business contacts and more often than not there'll be a form to fill in.

Mixed lots. As some manufacturers pack similar lines in the same box, be prepared for a delivery that almost has exactly what you asked for. The quantity will be correct, but don't be surprised if the particular items vary each time.

Be bold. Your wholesaler will also supply to other traders. If they have something you like that sells well and is the right price, buy in bulk – it may all be gone when you want to re-order.

Cash or account? There are two ways to pay for your goods: cash or on account. If you want to open an account, be prepared to fill in more forms and provide bank details.

Purchase Robert Pugh's book, *The eBay Business Handbook* from harriman-house.com (RRP £16.99).



© Small Red Heart Shaped Cake Tin, £4.95, dotcomgiftshop.com

Spirit level

Q I sometimes use brandy in my fruitcake which I sell at markets and fairs. A friend suggested I might need an alcohol license. Is this true?

CATHERINE CHAPLIN, LONDON

A RACHEL SAYS: The short answer is no, as most of the alcohol would have been 'cooked out' and would therefore not be intoxicating. However, it's worth discussing it with your local authority's environmental health officer if you are worried about the amount of alcohol used – they're there to help and provide guidance. You should still list alcohol as one of the ingredients of your makes, along with the allergen information. By law, you are now obliged to show these.



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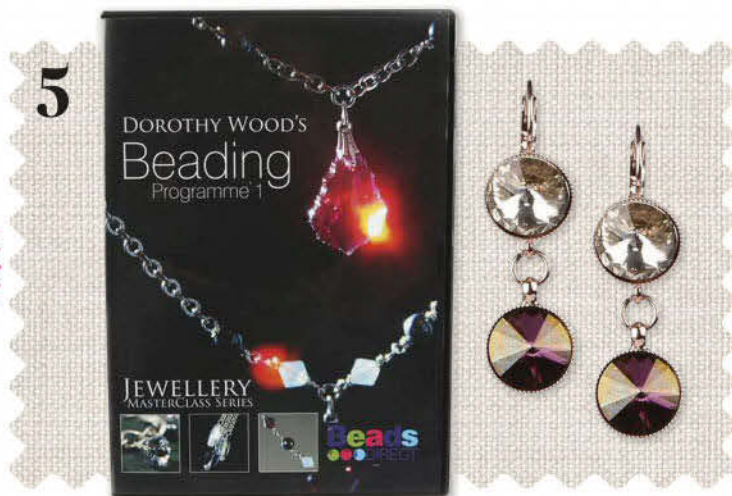
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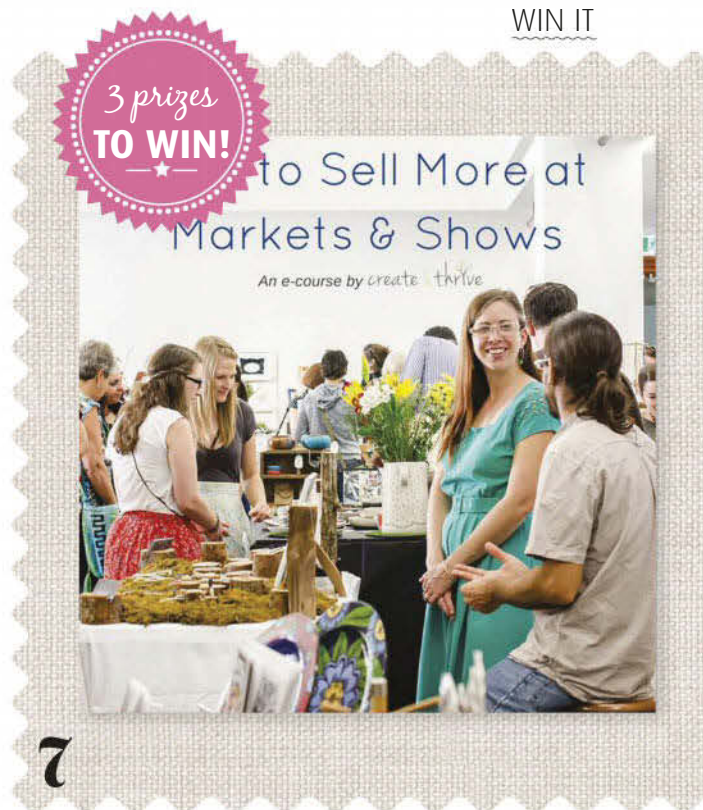
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6 FRONT PAGE NEWS

Want to get your craft business promoted in the press? Skribe London are offering one lucky *Craftseller* reader the chance to win a one-on-one session worth £125 where they'll advise you how to publicise your business and get your handmade products noticed by the media.

Visit skribelondon.com

To enter text **CS51PRESS** followed by your name, address and email to 87474*

7 MARKET YOUR MAKES

This self-study e-course will teach you all the tricks of the trade on how to become an effective sales person, ensuring your craft stock flies off the shelves. Courtesy of Create & Thrive, we are giving three readers the chance to win a course worth £35.

Visit createandthrive.com

To enter text **CS51SALES** followed by your name, address and email to 87474*

8 SHOW TIME!

Experience a craft show extravaganza at the Weald of Kent Craft and Design Show. Set in the picturesque surroundings of Penshurst Gardens, Tonbridge from 11-13 September 2015, visitors can spend a day exploring the best that British craftspeople have to offer. With workshops, demonstrations, awe-inspiring features and live music, it's a perfect day out for all the family. Come rain or shine, there's something for everyone. We have ten pairs of tickets worth £16 up for grabs.

Visit ichfevents.com

To enter text **CS51WEALD** followed by your name, address and email to 87474*

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More ways than one

We've got a serious kitsch crush on this fifties-style apron with crochet breakfast motif – fans of retro chic will be swooning for it! **By Sarah Heys & Liz Ward**

INFORMATION

Materials

- * 50g of DMC Natura Just Cotton 4ply in Tournesol (N16), Ivory (N02), Coral (N18), Tropic Brown (N22), Bourgogne (N34), Gardenia (N36) and Cannelle (N37)
- * 3mm crochet hook
- * Wool needle
- * Toy stuffing
- * Red embroidery thread
- * Cotton gingham
- * Sewing machine
- * Needle and thread
- * Scissors
- * Pins

Sizes: Plate – 15cm (5¾in) circumference

Apron – 66 x 53cm (26 x 21in)

Placemat – 39 x 27cm (15½ x 10½in)

Coaster – 10 x 10cm (4 x 4in)

Skill level: Moderate

Kitsch is having another fashion moment and this quirky kitchen set has oodles of it! Serve up a treat that's designed for fun with our gingham apron, straight from the 1950s and decorated with a crochet cooked breakfast. Collectors of this eccentric style will pay a premium for makes like these, so create just a few and market them as limited edition to make sure they're quickly snapped up. The matching coasters and placemats will add a fun touch to any kitchen table and are really simple to make. You can sell these items individually, but we suggest also displaying all three gift wrapped together and promoted as the ultimate housewarming present.



How to make the breakfast set

PLATE

Make one in Ivory yarn.

Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.

Round 5: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.

Round 6: (dc in the first 5sts, 2dc in the next st) repeat to end. 42sts.

Round 7: (dc in the first 6sts, 2dc in the next st) repeat to end. 48sts.

Round 8: (dc in the first 7sts, 2dc in the next

stitch) repeat to end. 54sts.

Round 9: (dc in the first 8sts, 2dc in the next st) repeat to end. 60sts.

Round 10: (dc in the first 9sts, 2dc in the next st) repeat to end. 66sts.

Round 11: (dc in the first 10sts, 2dc in the next st) repeat to end. 72sts.

Round 12: (dc in the first 11sts, 2dc in the next st) repeat to end. 78sts.

Round 13: (dc in the first 12sts, 2dc in the next st) repeat to end. 84sts.

Round 14: (dc in the first 13sts, 2dc in the next st) repeat to end. 90sts.

Round 15: (dc in the first 14sts, 2dc in the next st) repeat to end. 96sts.

Round 16: (dc in the first 15sts, 2dc in the next st) repeat to end. 102sts.

Round 17: (dc in the first 16sts, 2dc in the

ABBREVIATIONS

ch	chain
dc	double crochet
st/sts	stitch/stitches
tr2tog	treble crochet the next 2sts together
tr	treble crochet

MAKE IT

next st) repeat to end. 108sts.
Fasten off and weave in any loose ends.

EGGS

Make two for the breakfast motif and an additional six for coasters.
Starting in Tournesol yarn make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.

Change to Ivory yarn.

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.

Round 5: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.

Round 6: (dc in the first 5sts, 2dc in the next st) repeat to end. 42sts.

Round 7: (dc in the first 6sts, 2dc in the next st) repeat to end. 48sts.

Round 8: tr in the first 24sts, dc in the last 24sts. 48sts.

Fasten off and weave in any loose ends.

SAUSAGES

Make two in Tropic Brown yarn.
Ch13.

Round 1: dc in the second ch from hook, dc along ch, 3dc in last ch from hook turn and work along the back of the foundation ch, dc in each st. 26sts.

Round 2: dc in the first st, 2dc in next st, dc in the next 8sts, (2dc in next st, dc in next st) repeat twice more, dc in next 8sts, 2dc in next st, dc in next st, 2dc in last st. 32sts.
Fasten off and weave in any loose ends.



TOMATOES

Make two in Coral yarn.

Make a magic ring and work 6dc into the ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.

Fasten off and weave in any loose ends. Use Coral yarn to work a few long stitches over the surface of the tomatoes using the photo as a guide to give the fruit definition.

in next ch, 2tr in next ch* repeat from * to * to end. Change to Canelle yarn.

Rows 2-3: ch3 turn, tr in first st, (tr2tog) twice, tr in next st, 2tr in next st, *2tr in next st, tr in next ch, (tr2tog) twice, tr in next ch, 2tr in next ch* repeat from * to * to end. Change back to Bourgogne after row 2.

Row 4: ch1 turn, dc in each st to end.
Fasten off and weave in any loose ends.

MAKING UP

Position food on the plate and when you are happy with the arrangement, sew in place with matching yarn.

TOAST

Starting with Gardenia yarn, ch2.

Row 1: 2dc in last ch from hook. 2sts.

Row 2: ch1 turn, 2dc in each st. 4sts.

Rows 3-10: ch1, turn, 2dc in the first st, dc in each st to last st, 2dc in last st. 20sts at end of row 10. Change to Canelle yarn.

Row 11: ch1, turn, dc in each st to end.
Fasten off and weave in any loose ends.

BACON

Starting in Bourgogne yarn ch35.

Row 1: tr in fourth ch from hook, tr in next ch, (tr2tog) twice, tr in next ch, 2tr in next ch *2tr in next ch, tr in next ch, (tr2tog) twice, tr





How to make the placemat

1 Cut two squares of gingham fabric and two pieces of wadding measuring 42 x 30cm (16½ x 11¾in). Layer the fabric pieces so the front and back pieces are right sides together with the wadding at the back. Sew around the edge 1cm (½in) from the edge, leaving a 2cm (1in) gap for turning through.



2 Snip the corners, turn through, then slip stitch the gap closed. Press the placemat flat using a cool iron and then stitch a crochet egg in the bottom left corner.



How to make the apron

1 Cut a piece of gingham fabric measuring 75 x 55cm (29½ x 21¾in). Cut another piece measuring the width of your waist plus 40 x 24cm (15¾ x 9½in) for the length (you may have to cut two pieces of fabric and sew together, pressing the seam flat).



2 Turn over 1cm (½in), then 2cm (1in) around the sides and bottom of the apron front, then pin and sew around to create a double hem.



3 Set the stitch on your sewing machine to the longest possible length and stitch along the top of the apron front. Taking care not to snap the thread, pull at one of the threads to gather the top of the apron.




4 Press under a 1cm (½in) seam along all edges of the waistband, fold in half and press again. Sandwich the apron front at the centre of the waistband and top stitch around the sides and front.



How to make the coaster

1 Cut two pieces of fabric and one piece of wadding measuring 12 x 12cm (4¾ x 4¾in). Layer the fabric pieces right sides together with the wadding at the back and sew around the edge leaving a 1cm (½in) seam allowance and a 2cm (1in) gap for turning through.



2 Snip the corners of the fabric, turn through, then slip stitch the gap closed. Press flat using a cool iron, then stitch a crochet egg to the centre of the coaster. 

TOP TIP

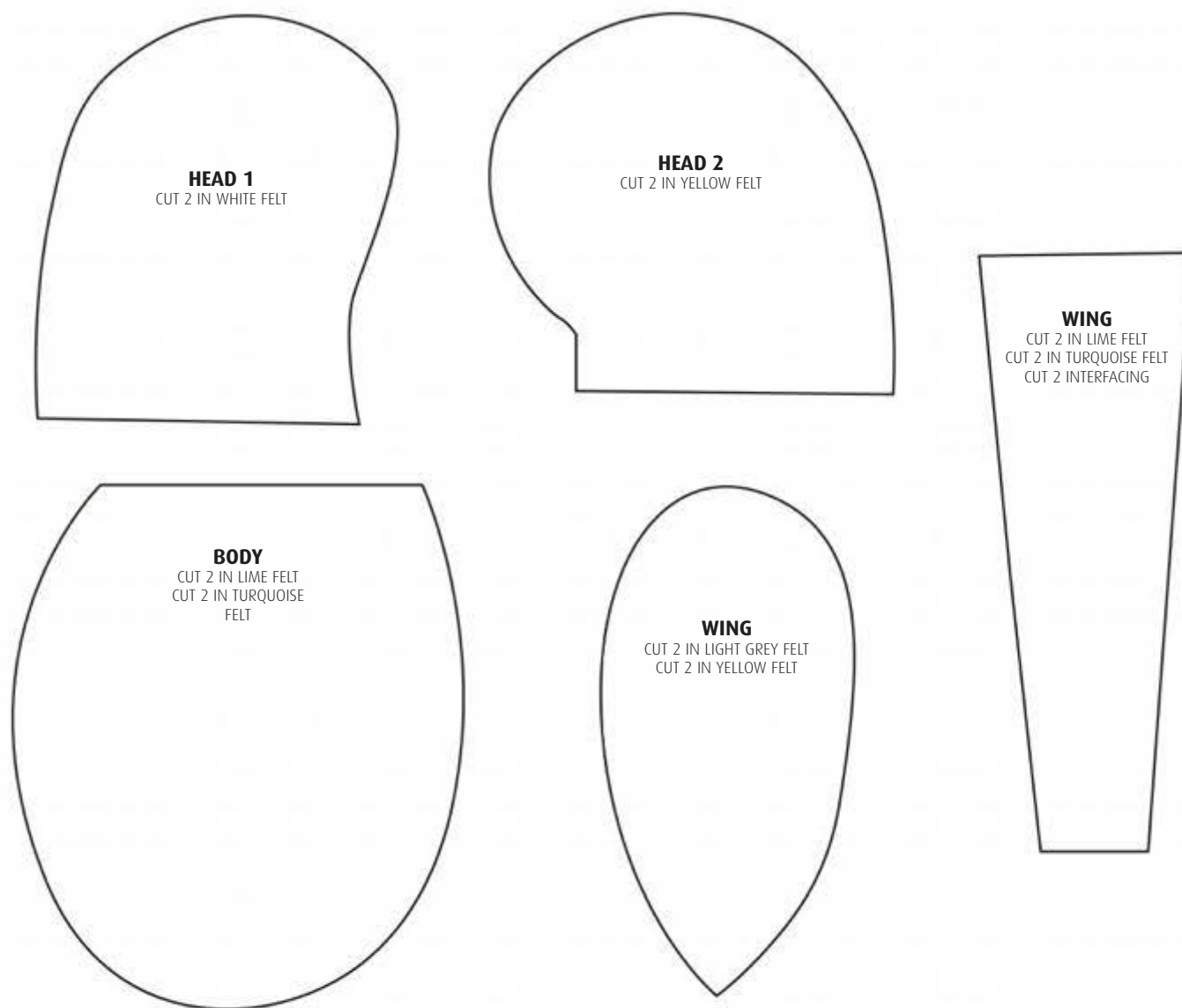
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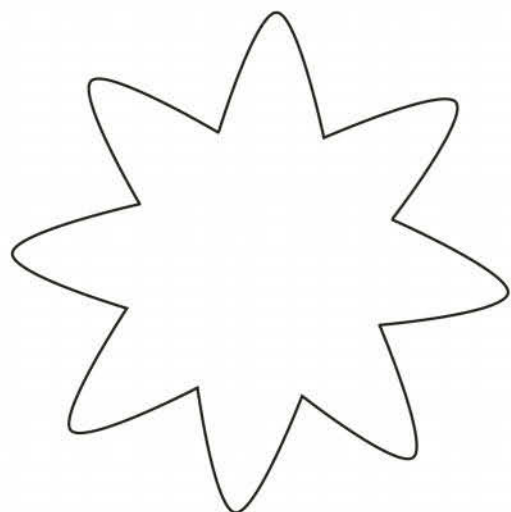
Templates

Use our handy templates to make the budgie indoor wreath on page 16, the pineapple cushion on page 66, the folk-style bag charm on page 76 and the hanging moon nursery decoration on page 84

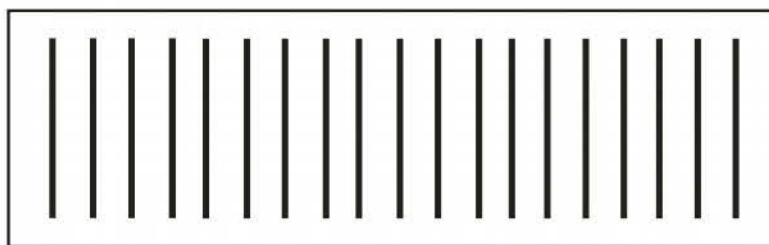
BUDGIE WREATH

COPY AT 100%

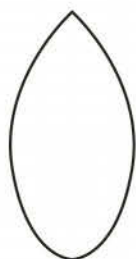




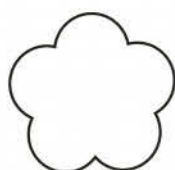
**SUNFLOWER
PETALS**
CUT 6 IN YELLOW FELT



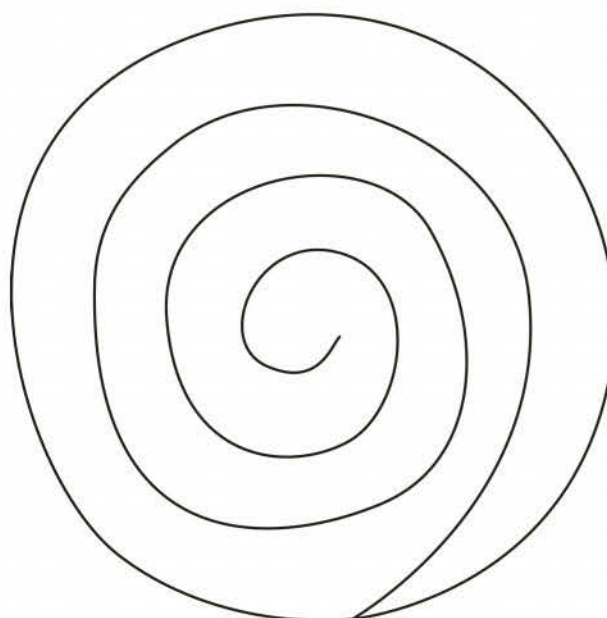
**SUNFLOWER
CENTRE**
CUT 3 IN ORANGE FELT



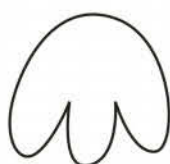
LEAF
CUT 15 IN EMERALD
FELT



DAISY
CUT 14 IN WHITE FELT



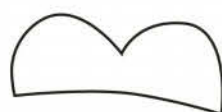
ROSE
CUT 3 IN RED FELT
CUT 3 IN BRIGHT PINK FELT



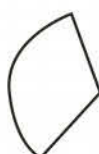
FOOT
CUT 4 IN ORANGE FELT



CHEEK DETAIL
CUT 4 IN TURQUOISE FELT



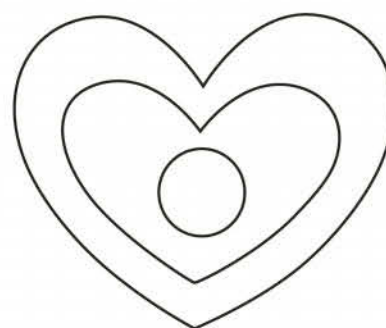
NOSTRILS
CUT 2 IN TURQUOISE FELT



BEAK
CUT 4 IN ORANGE FELT

FOLK-STYLE BAG CHARM

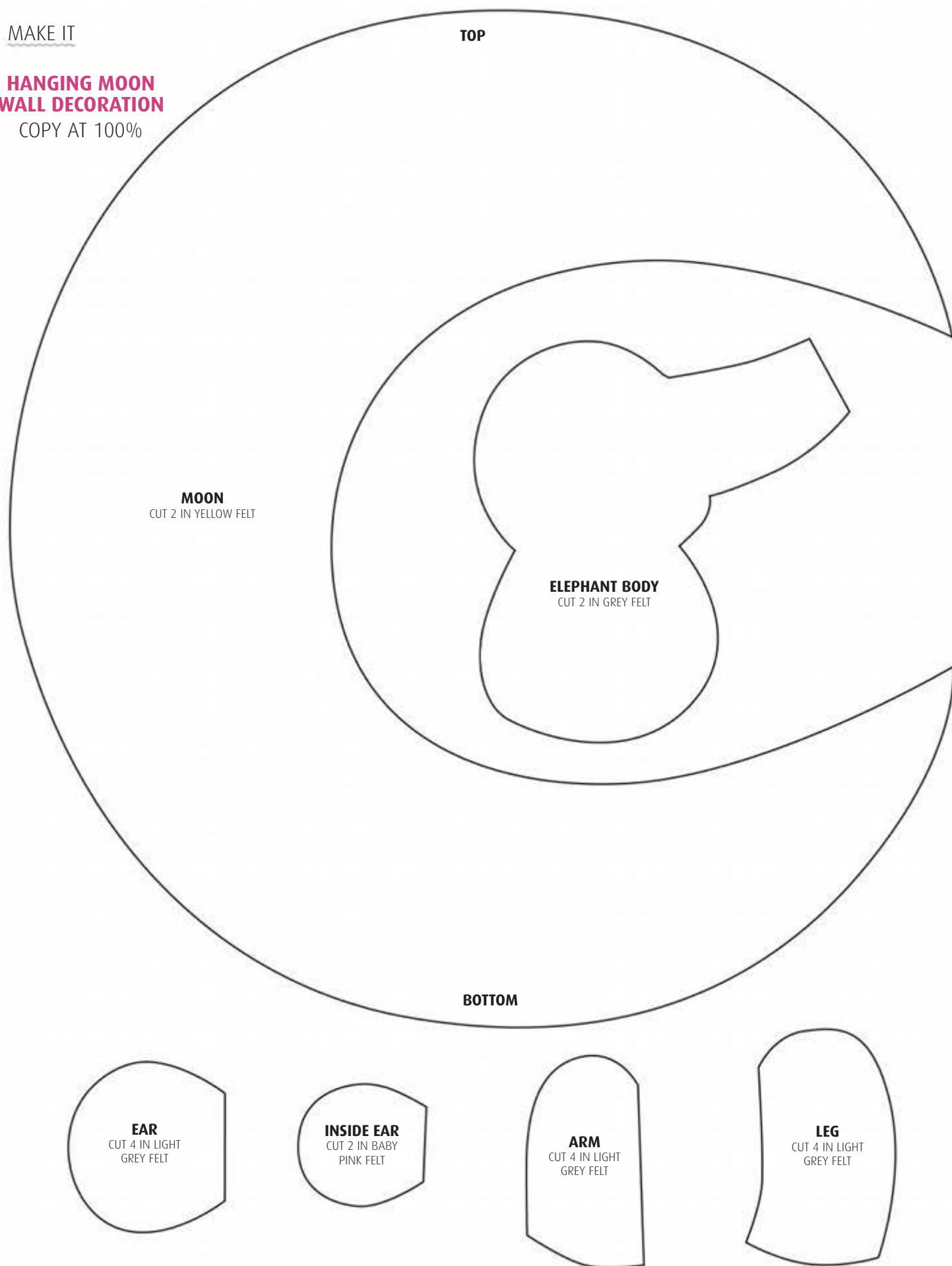
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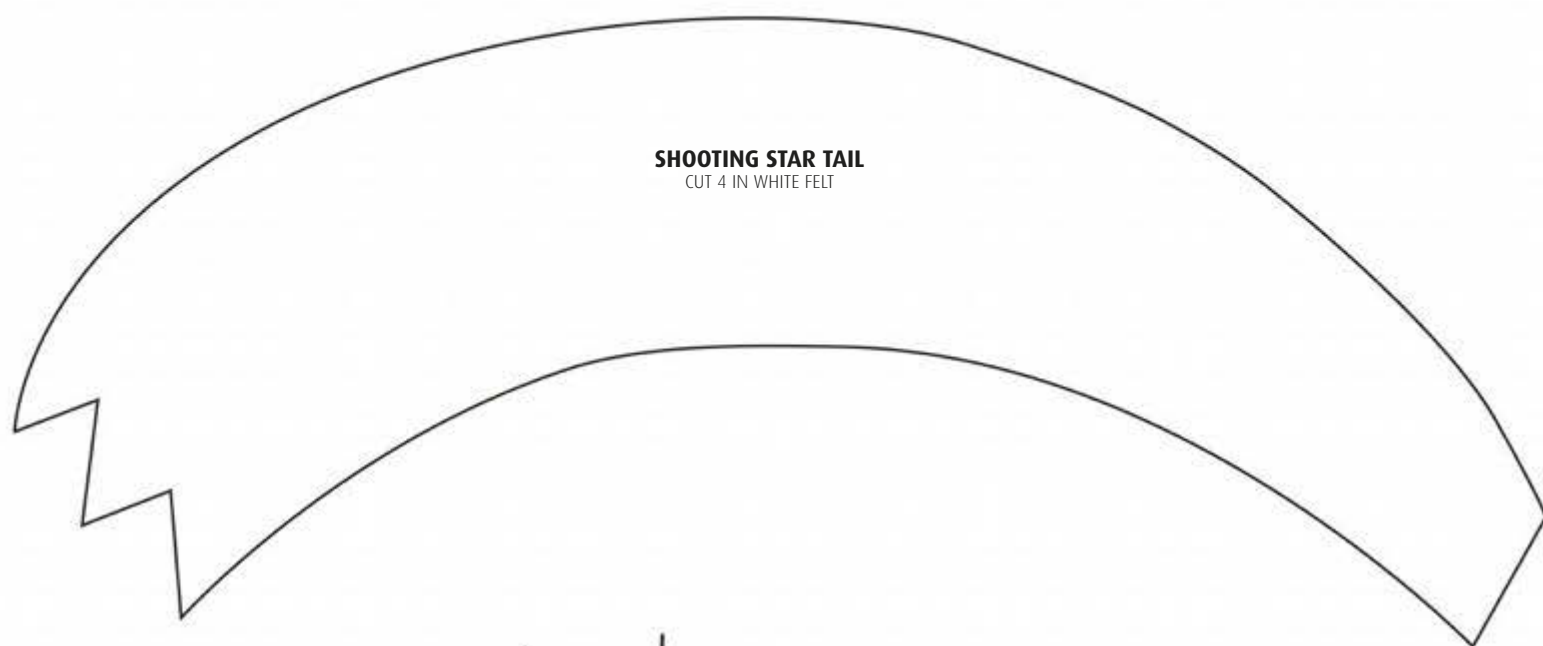


MAKE IT

HANGING MOON WALL DECORATION

COPY AT 100%





SHOOTING STAR TAIL
CUT 4 IN WHITE FELT

night night
sleep tight

TEXT SAMPLE



LARGE STAR
CUT 4 IN YELLOW FELT



MEDIUM STAR
CUT 6 IN YELLOW FELT

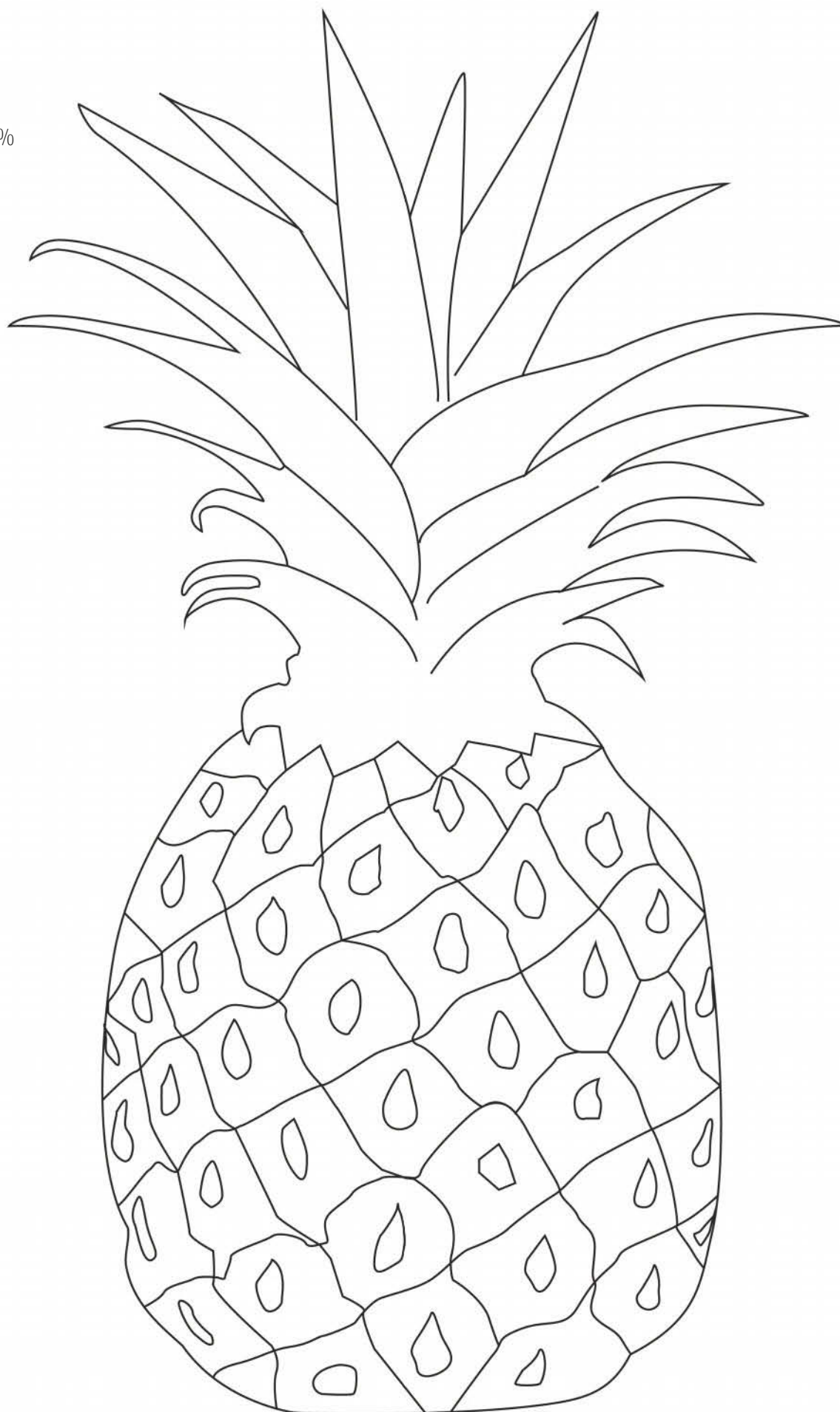


SMALL STAR
CUT 2 IN YELLOW FELT

MAKE IT

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Online loves

Here are just some of our favourite makes from the exciting designers and crafters we've discovered this month



We love the attention to detail on this little chap

Cute

- * Feeling less than chirpy? Perch this little fella on the shelf for summertime cheer.
- * **Handmade Fabric Bird Sculpture by The Cotton Potter, £63 on folksy.com**



Change up the look by folding the scarf in various ways

Fashion

- * Steal the show in this floral shawl – the perfect way to wrap up any summer outfit.
- * **Vintage Red Russian Floral Scarf by bestLuba, £45.50 on etsy.com**



Gift

- * Looking for a contemporary (and long-lasting) way to thank a teacher? Here it is!
- * **Set of Two Wooden Apple Ornaments by Loglike, £28.95 on folksy.com**



Quirky

- * Discover a whole new world with this wall map – makes a novel gift for globetrotters.
- * **Scratch Off the World Map by The Little Boys Room, £17.95 on noths.com**



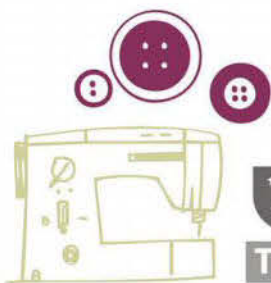
Accessories

- * Ramp up your accessories collection and hit the dancefloor with this splash of disco!
- * **Rainbow Flat Vegan Suede Clutch by LeeCoren, £35.55 on etsy.com**



Kids

- * Green-fingered ambitions are bound to sprout early with this kids' gardening set.
- * **Grow My First Ever Garden by Crafts4kids, £18 on noths.com**



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*Wide angle white
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